

**Book A-50**

**PRICE 50 CENTS**

# Better Homes at Lower Cost

Standardized To Avoid Waste

## 100 ALTERNATE FLOOR PLANS



## America's Best Planned Small Homes

*All Illustrations from Photographs*

Plan Books and Plans Furnished by Mail Only

If you wish to supervise the construction of your own home at a great saving in cost, read page 3.

### PLAN PRICES

Complete Plans, Material Lists and Specifications in duplicate .....	\$20
Four complete sets with Material Lists and Specifications .....	\$24
Plans reversed from position shown, \$7 additional	
Plans shown in brick changed to frame, \$7 additional	
By special delivery the day ordered.	

## STANDARD HOMES COMPANY

**Colorado Building**

Copyright, 1950, by Standard Homes Company.  
Colorado Building, Washington, D. C.

**Washington 5, D. C.**

# FACTS ABOUT "BETTER HOMES AT LOWER COST"

If you are interested in building a home of your own, it follows that you not only want the best home possible for your investment, but one out of which you can get your money in full at any time you may desire to do so.

**FOR 29 YEARS** we have helped lot owners throughout the country build better homes at lower cost by furnishing standardized plans that prevent waste in materials and labor. During those 29 years we have never known or heard of a loss to a single customer on one of our houses constructed by a reliable contractor.

**OUR HOUSE DESIGNS** are selected and offered to the public after weeks and months of careful consideration. In this book we show a number of excellent **ranch types** and **ramblers** because we have had so many calls recently for such homes. Offering such designs is against our better judgment, because they are more expensive to build, much harder to finance on easy terms due to their higher cost, and are, therefore, much harder to sell at a profit. We offer them, however, as the best and most practical designs within their price range.

**MANY COLONIAL DESIGNS**, as well as good English designs, are contained in our plan books because such designs do not go out of style in a lifetime, have better loan values and sell at far better profits.

**BETTER HOMES AT LOWER COST**—Those were our watchwords in preparing every design and in working out every floor plan. Furthermore, every floor plan shows dimensions that permit the use of stock length materials without waste—stock windows and doors carried by retail lumber dealers everywhere.

**OUR PLANS** for all houses to be constructed north of the North Carolina-Tennessee-Oklahoma line call for full seven-foot basements with outside or grade entrances except in cases where smaller basements are more economical under large ramblers. We do not show half basements because they run about as much as full basements. Our Free Folder "C" will prove this beyond doubt.

**THE FLOOR PLANS** shown herein will be appreciated by all who give them careful consideration. Often the same or similar floor plan will be shown for two or more houses. Some perfected floor plans for certain types of homes can hardly be improved, while exterior changes can be made at small additional cost to give variety in design. Send for free alternate plans today.

**"U" TYPE KITCHENS** are shown in most of the floor plans in our plan books, but for several reasons refrigerators are seldom shown by the side of the range. All of our kitchens have been planned directly or indirectly by women—not by any particular group of women but rather from suggestions given to our designers by women from all parts of the country.

**UTILITY ROOMS** are shown only in a limited number of floor plans because they cost more than full basements, add to the heating cost of the house and do not give nearly so much working space. Furthermore, a house with a utility room has a lower loan value than a house with a full basement and the sales value is lower also.

**GARAGES**, considered essential by many, especially in northern territory, can be located in the basement of a home at much lower cost than when constructed as a separate unit or attached to the house. Basement garages run from \$50 to \$150, depending upon the lot, the doors selected, fireproofing required by the local building code, etc. Attached or detached garages run at least \$500 to \$2,000, depending upon the design, size, materials used, interior finish, masonry work required, etc. It is necessary for the owner to put in more of his own cash if an outside garage is required.

**THE COST OF A HOUSE** can be determined only by submitting the working plans, material lists and specifications to contractors in your immediate vicinity for bids. Before any contractor can give you a definite price or even a fair estimate, it will be necessary for him to see your lot, study the complete working drawings carefully and then learn from you exactly what you will want and expect of him. He will want to know whether you want frame, cinder block or brick construction, the kind of plumbing and heating, the kind of flooring, kitchen equipment, etc., and many other things.

**DO NOT PERMIT** your house to be estimated by the cubic foot system nor by the square feet of floor space. Such estimating systems are doing a lot to add to the high cost of building. Every one of the 75 or more separate items covered by the plans, material lists and specifications should be estimated separately, and all honest contractors will agree that this is the only fair and just way for both owner and contractor.

**OUR FOLDER "A"**—Answers to Questions—will be of great help to you in filling out your specifications, arranging your contract for the construction of your home, handling payments with your contractor, etc. Mailed free on request.

**OUR FOLDER "B"**—9 Points That Will Help You Build a Better Home at Lower Cost—will help you in deciding on the type of home to build, the kind of lot to select, what you want in a good home, and many other important points. Send for free copy.

**FOLDER "C"**—Comparative Construction Cost of Small Homes—will give you a clear conception of good construction, the why's and wherefore's of present day prices, etc. Gladly furnished free on request.

**FOLDER "F"**—Financing the Construction of Small Homes—will show you how simple it is to build a home of your own and pay less than rent. Also furnished free on request.

**FOLDER "H"**—How to Build Your Own Home—was written especially for those who are handy with tools and contemplate building their own homes by following our clear and concise Isometric Plans—Plans so plain the layman can follow them without error.

**OUR STANDARD PLANS** show 5 to 7 large sheets, each sheet 18x24 inches in size. The plans show all four elevations of the house, including all of the necessary construction details. Our plans are so clearly prepared any contractor can follow them rapidly without making errors.

**PLAN PRICES.** Complete plans, material lists and specifications, including cost estimating forms and other valuable information, are furnished in duplicate for \$20; four sets for \$24; six sets for \$28; provided all of the sets ordered are for use in the construction of one house.

**PLAN DELIVERIES** are made promptly under special handling stamp and usually reach the purchaser in 24 to 48 hours, depending upon destination.

**CHECKS OR MONEY ORDERS** are acceptable, and any plans ordered may be returned for full refund the day received if not found exactly as represented. Plans are not subject to return if they are used for estimating purposes, for securing a loan, or for any purpose other than for inspection as to their merits; but they may be exchanged for any Standard Plans for only \$5 or for any Isometric Plans for only \$10.

**SEND TODAY** for any one or all of the above mentioned folders. They will start you RIGHT on the road to your new home. They are helping thousands.

Our Pioneer Garage, illustrated in HOMES YOU CAN BUILD YOURSELF, provides temporary living quarters while your home is being constructed and also provides a garage and heated workshop later. Plans free with all house plans ordered from HOMES YOU CAN BUILD YOURSELF. If ordered separately, they are \$5 per set.

All plan books and plans furnished by MAIL ONLY. This increases the extent, efficiency and effectiveness of our service more than 90 percent. No local service (books or plans) offered in the District of Columbia nor within 50 miles of the District.

# ANNOUNCING FOUR NEW AND REMARKABLE HOME PLAN DEVELOPMENTS

*That Will Save You 10% to 25% on The Cost of Your Home*

**FIRST:** For more than a quarter of a century we have furnished home builders of America practical plans for good homes. These good homes are to be seen by the hundreds and thousands along the highways and on the streets of every town and city.

Constantly we have improved our plans and plan service. We have strived to add on every plan, every possible cost cutting idea. For years we have offered the best **Standard Plans** to be found, but in recent months we have gone still further. We have redrawn and improved all of our plans, carefully standardizing each dimension to avoid waste in construction.

Further, we added to each plan a **Revolutionary Illustrated Material List**, — a material list so accurate that mistakes during construction can be avoided. Now our **Standardized Plans** and **Illustrated Material Lists** are receiving the highest praise everywhere.

**SECOND:** To further perfect our service to builders, and to help those individuals who want to build their own homes with their own hands, or with low-cost help, we undertook in 1948 to produce "Isometric" Plans (Three Dimension Plans) for a group of 5-room houses.

The task was accomplished at great cost. In fact, the total cost of each set of original plans amounted to more than Four Thousand (\$4,000) Dollars. Such an undertaking was never before attempted, but the cost-cutting ideas developed in these plans were **truly amazing!**

We made it possible for anyone **who can drive nails** to build an \$8,000 to \$10,000 five-room house for less than \$4,000. That news spread to the four corners of the Earth because it was the totally new idea the World was waiting for.

Now samples of these new "Isometric" plans are furnished free on request to anyone who wants to build his own home at the lowest possible cost. Ask for Folder H, "How to Build Your Own Home".

**THIRD:** After completing the **Revolutionary Plans** that enable anyone who can drive nails to build his own five-room home, we saw the possibilities of helping the **busy layman** to easily supervise the construction of any type of dwelling.

We saw in this idea undreamed-of opportunities for any intelligent man to build his own home at a tremendous saving. The idea spurred us to still greater effort. With our staff of experts we worked almost night and day to offer the world this **new cost-cutting system**.

It is now ready and the additional cost is trifling compared to the great saving in the cost of a home. Write for our free Folder "O", "Owner Supervision".

**FOURTH:** And now wonders on top of wonders!! The **construction world** will **stand still** with this **our newest accomplishment**. The **best Architects, Contractors and Home Builders** will start with amazement at this new cost-cutting development!! We calmly predict that the following announcement will at once **Revolutionize All Construction Work Because Money Lenders, Bankers and Economists** everywhere have waited long for **This New and Advanced Idea** in construction. **Now it is here — Now we can announce:**

## "OUR NEW LOOSE LEAF BLUE PRINT SYSTEM"

That Term, "Loose Leaf Blue Print System", is the newest sentence in The American Language. It will cause all men in the home construction field to **stop, meditate, and modernize** their methods.

Ask for full particulars about our "New Loose Leaf Blue Print System". Just ask for "Booklet LLB", sent free on request.

## STANDARD HOMES COMPANY

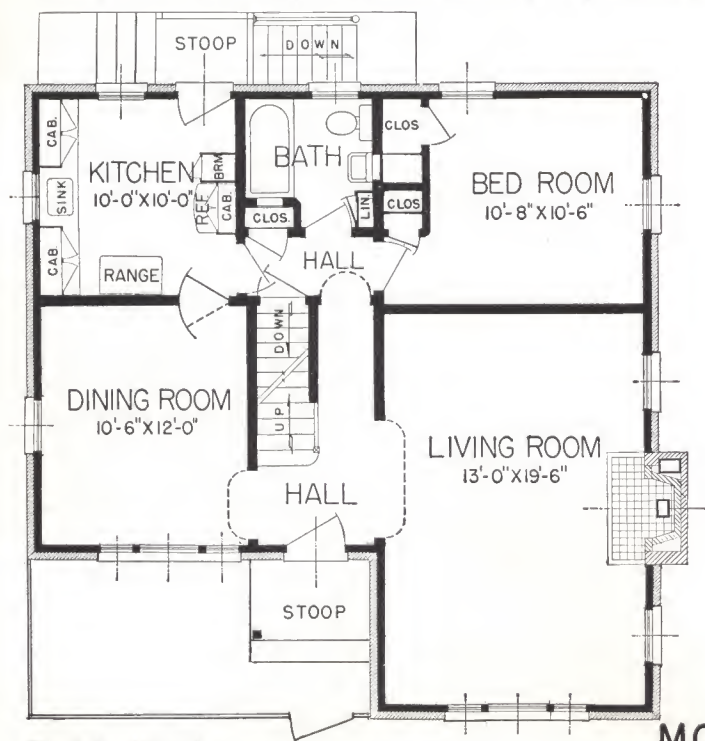
COLORADO BUILDING

WASHINGTON 5, D. C.



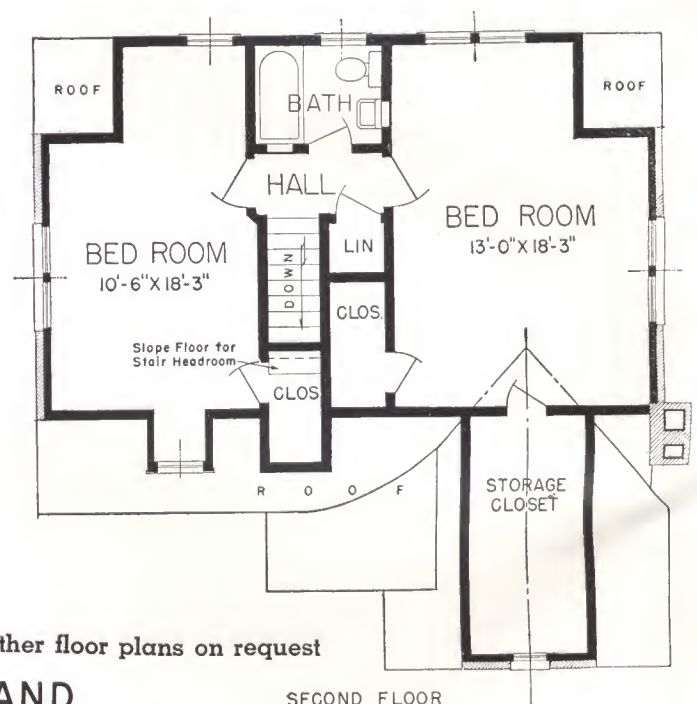
## The MORELAND

More of the best is to be found in The Moreland. Dignity and balance are coupled closely for completeness in design and its floor plan speaks plainly of practical living comforts.



PLAN NO. 3

32'-0" x 24'-0"  
4 MAIN ROOF DIMENSIONS\*



Two other floor plans on request

MORELAND

SECOND FLOOR

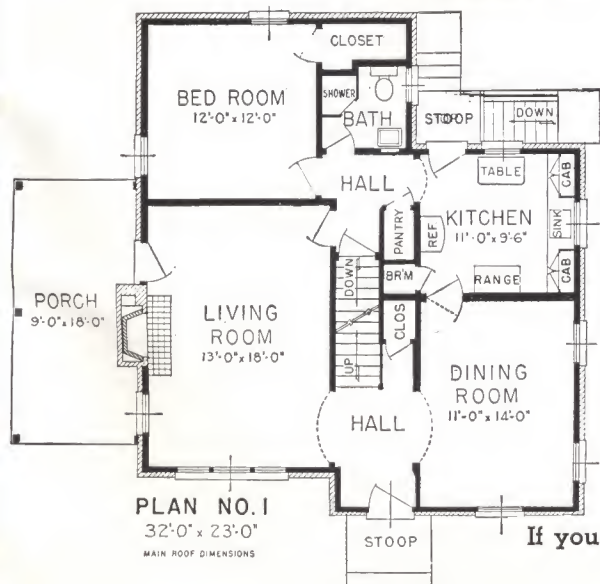
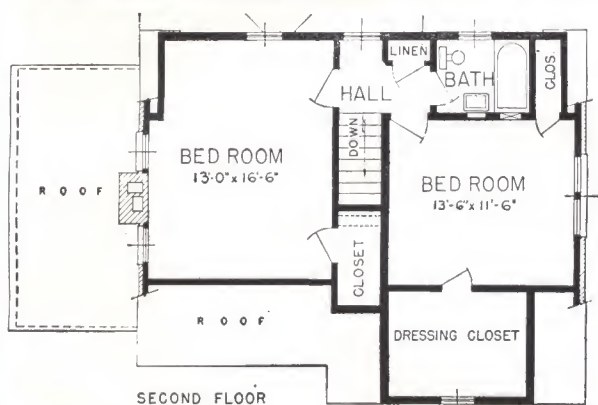
The original ink drawings for all of our copyrighted house designs are kept for 20 to 25 years.



## The SOUTHBROOK

Not a flaw to be found in The Southbrook. It invites you to linger and love the fine points that mean the best in home joy.

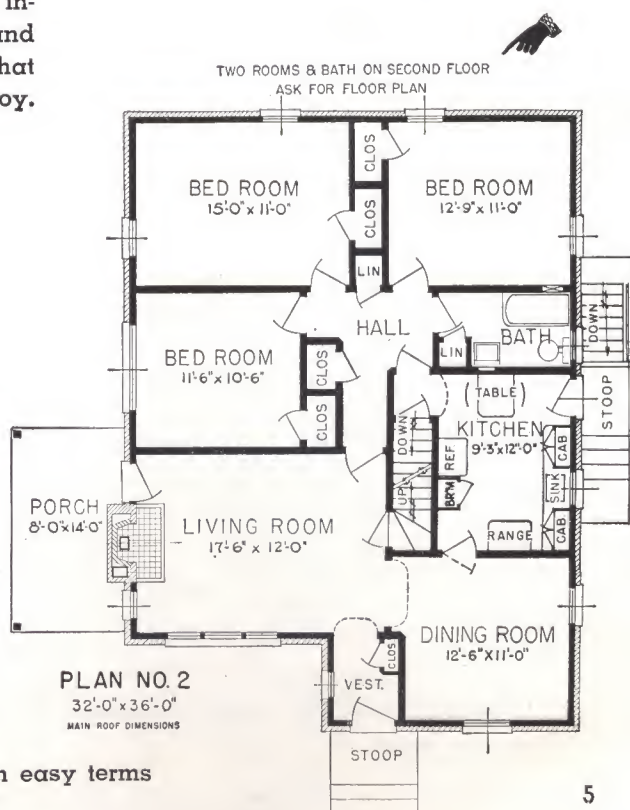
Two other floor plans on request.



Two other floor plans on request.

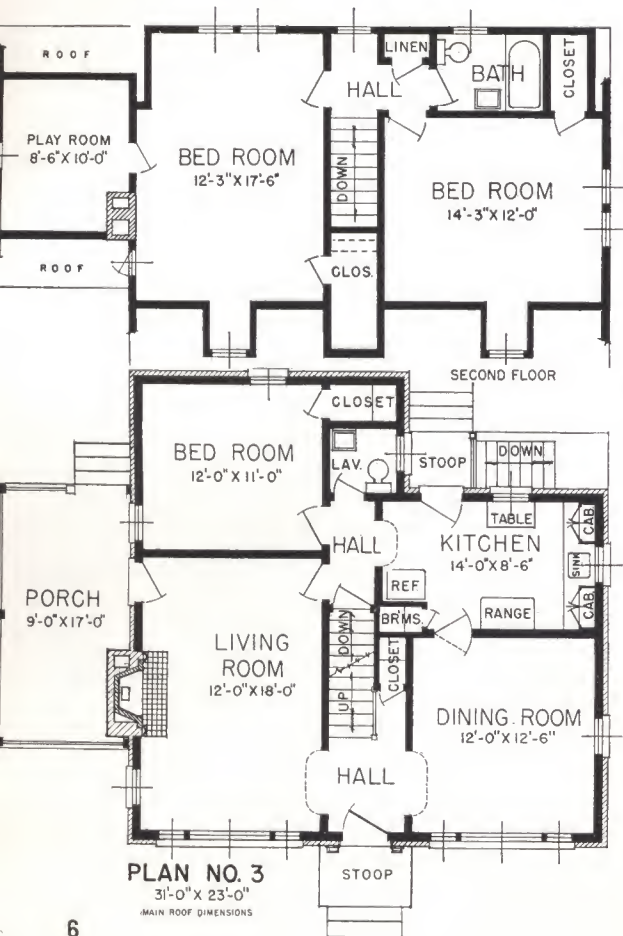
### SOUTHBROOK

If you want to build a home on easy terms ask for Folder "F"





Painted Brick

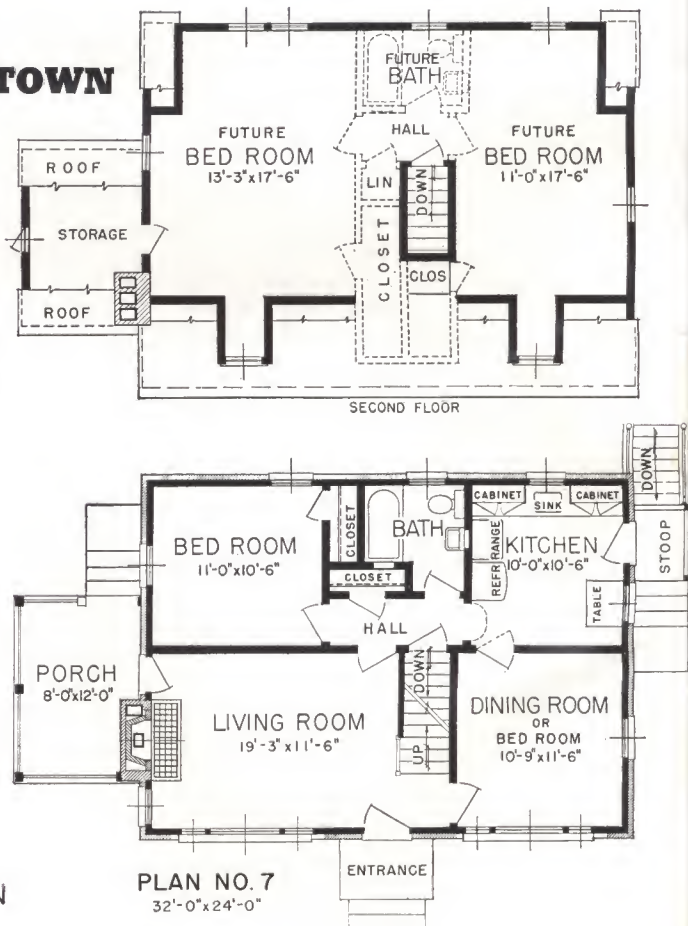


## The NEW YORKTOWN

For exactness  
in Colonial archi-  
tecture, the New  
Yorktown is offer-  
ed as a modern  
masterpiece.

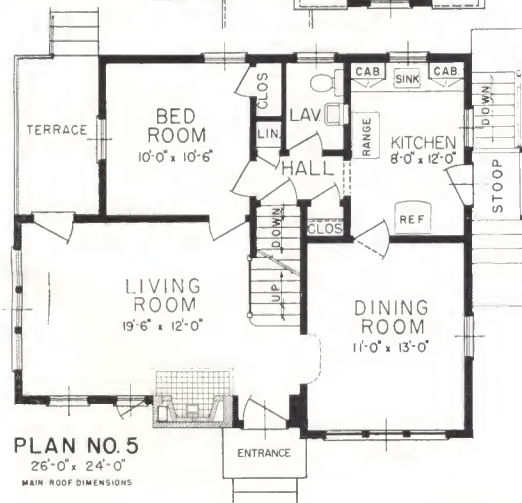
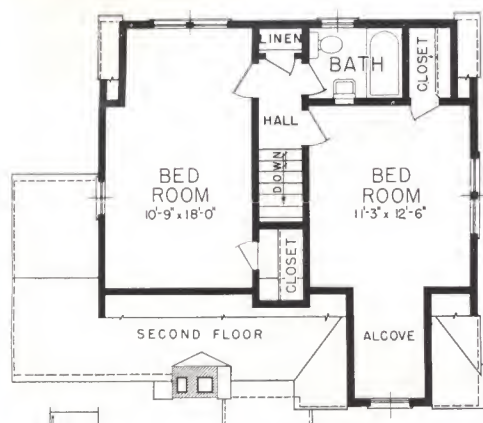
Three other floor  
plans on request.

NEW YORKTOWN





Brick or Frame

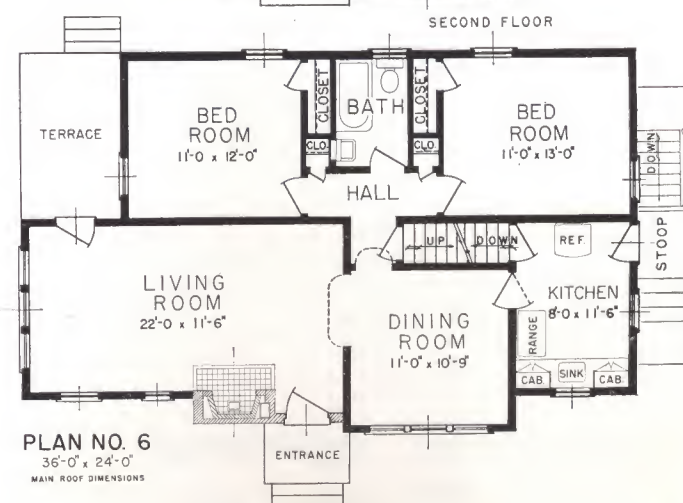
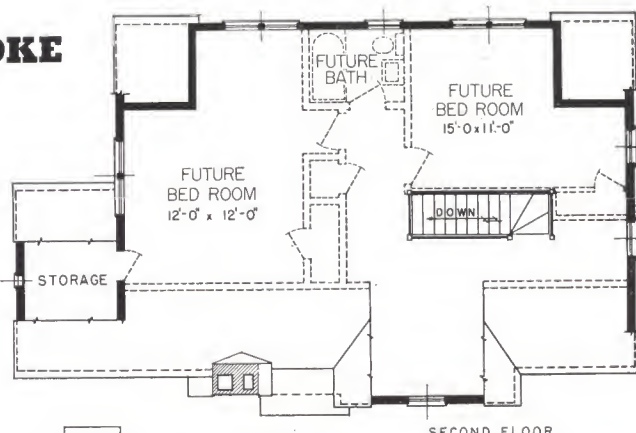


## The HOLBROOKE

The Holbrooke is a new English design with unusual charm and staunch character.

Ask for three other floor plans. They will be furnished gladly on request.

HOLBROOKE





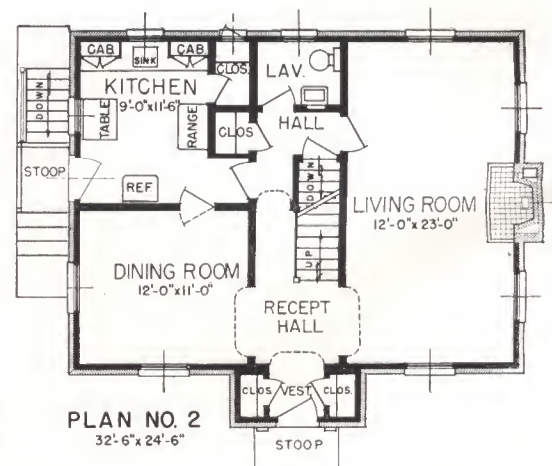
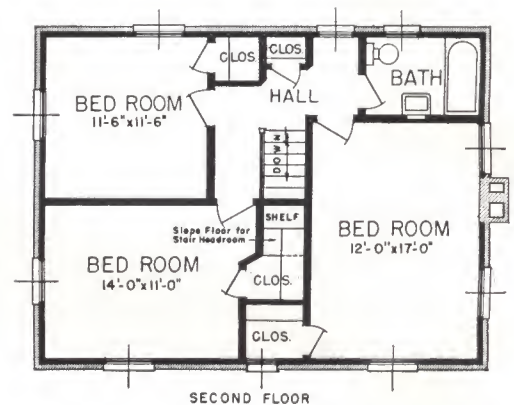
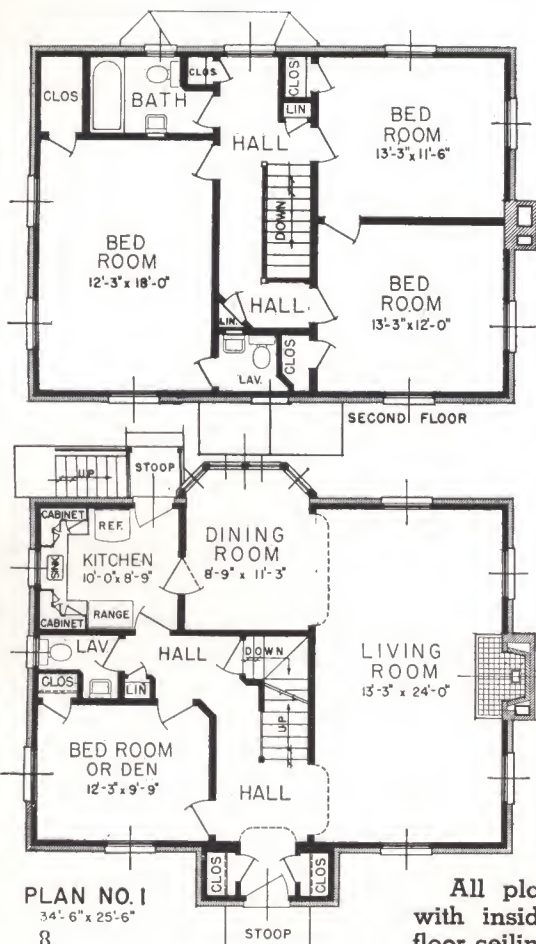
## The GLADSTONE

It is only once in a generation that some home-lover dreams out a design like the Gladstone. Here in a straight two-story brick is found polish and refinement seldom seen in homes even near its construction cost.

Two other floor plans on request.

### GLADSTONE

All plans show full 7 ft. basements with inside and outside entrances. First floor ceilings 8½ ft., second floor 8 feet.

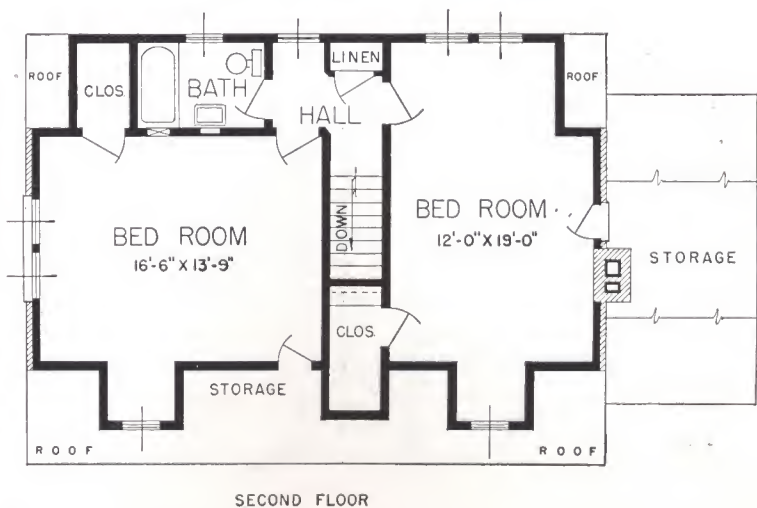
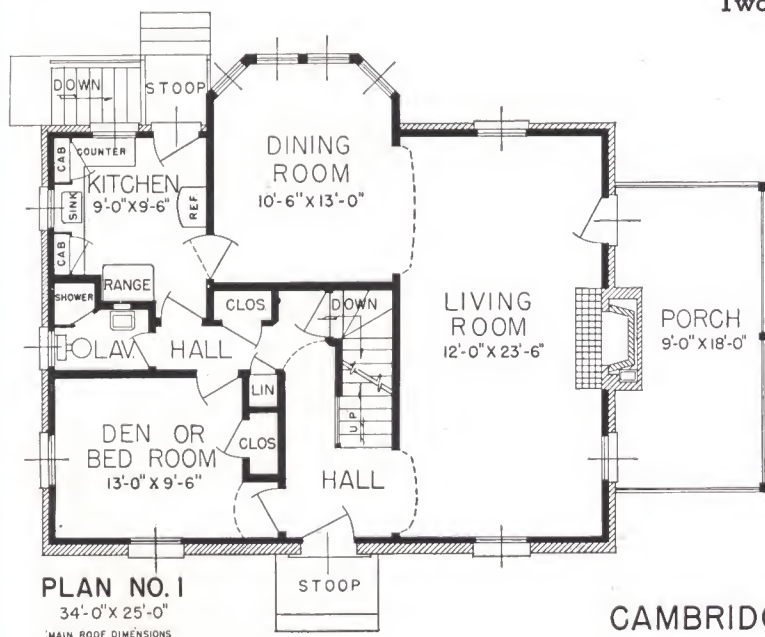




## The CAMBRIDGE

Did you ever see such a lovely home? Did you ever see a floor plan with so many lovable features? Truly it is a classic within its price range.

Two other floor plans on request.



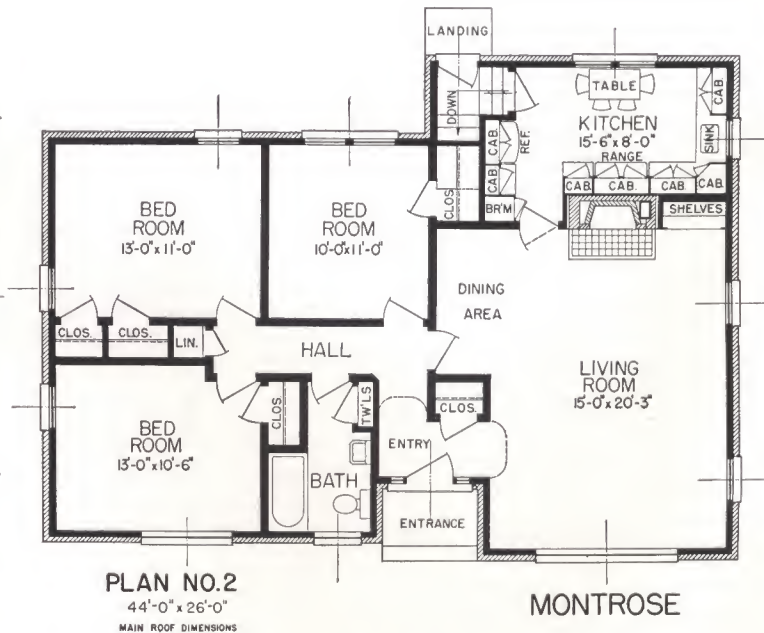
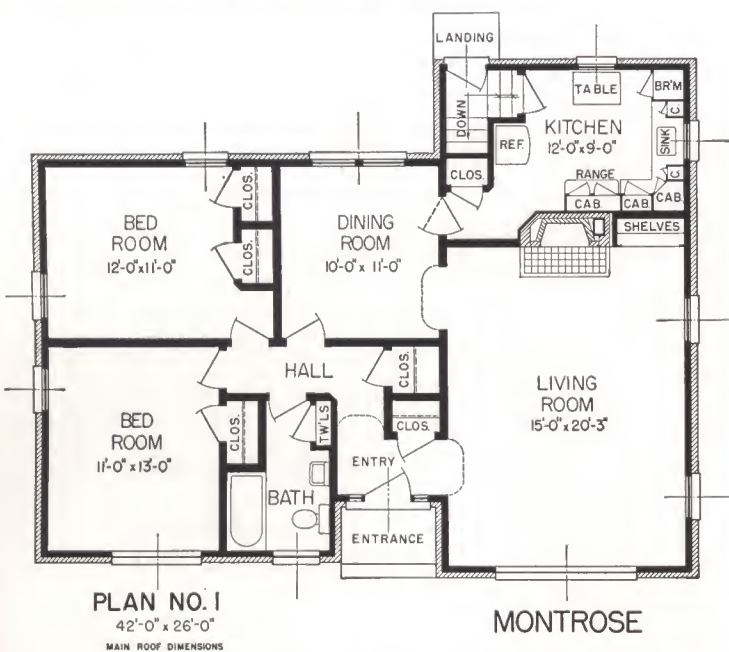
CAMBRIDGE

Our Material Lists, furnished free with plans ordered, protect you against carelessly figured estimates.



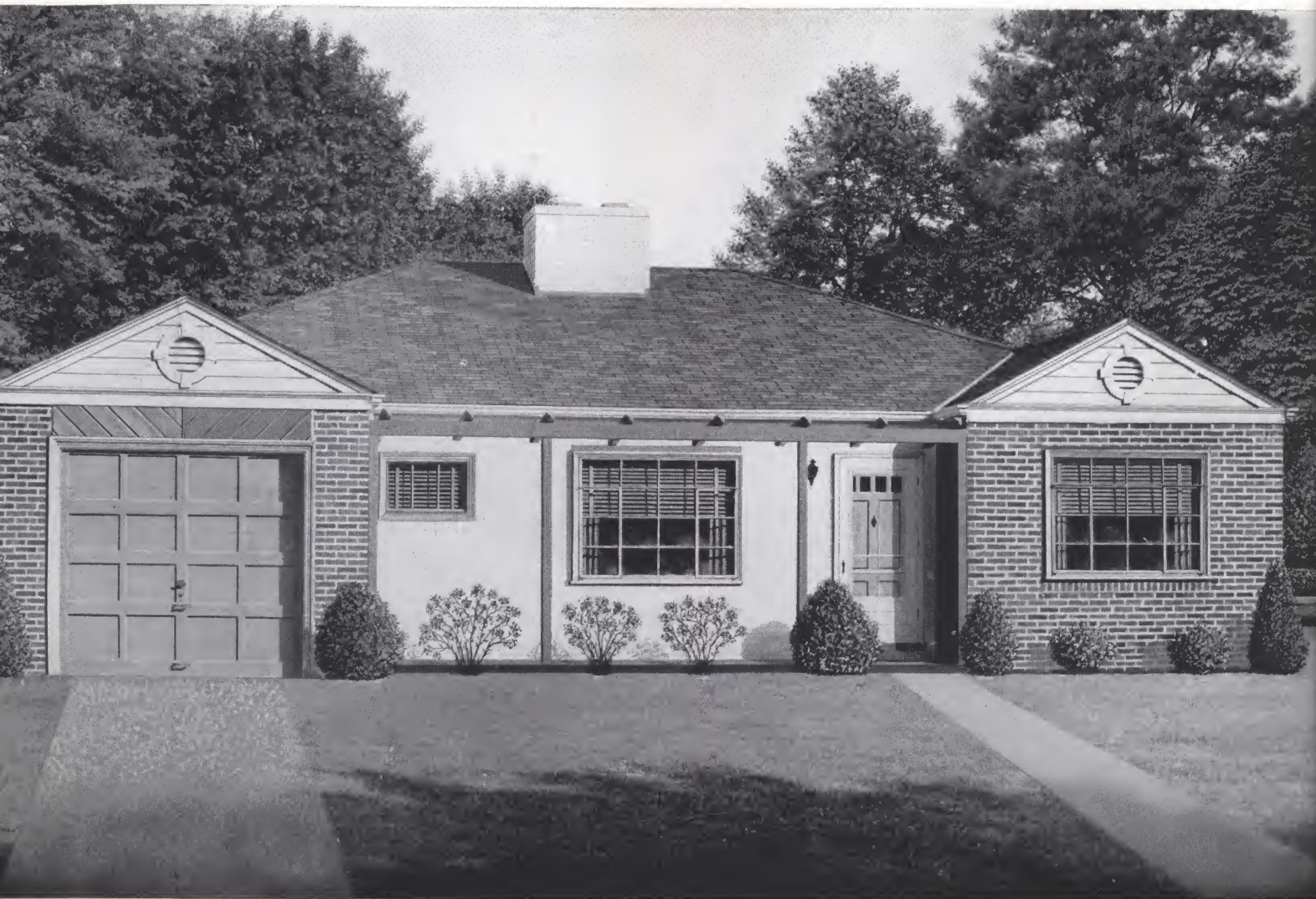
## The MONTROSE

Many lot owners who have been waiting for the Montrose will say at once: "Here is our home." And the cost of this lovely masterpiece will be found within their means. The size, too, enabled its designers to offer floor plans that will meet the most exacting requirements.



Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.

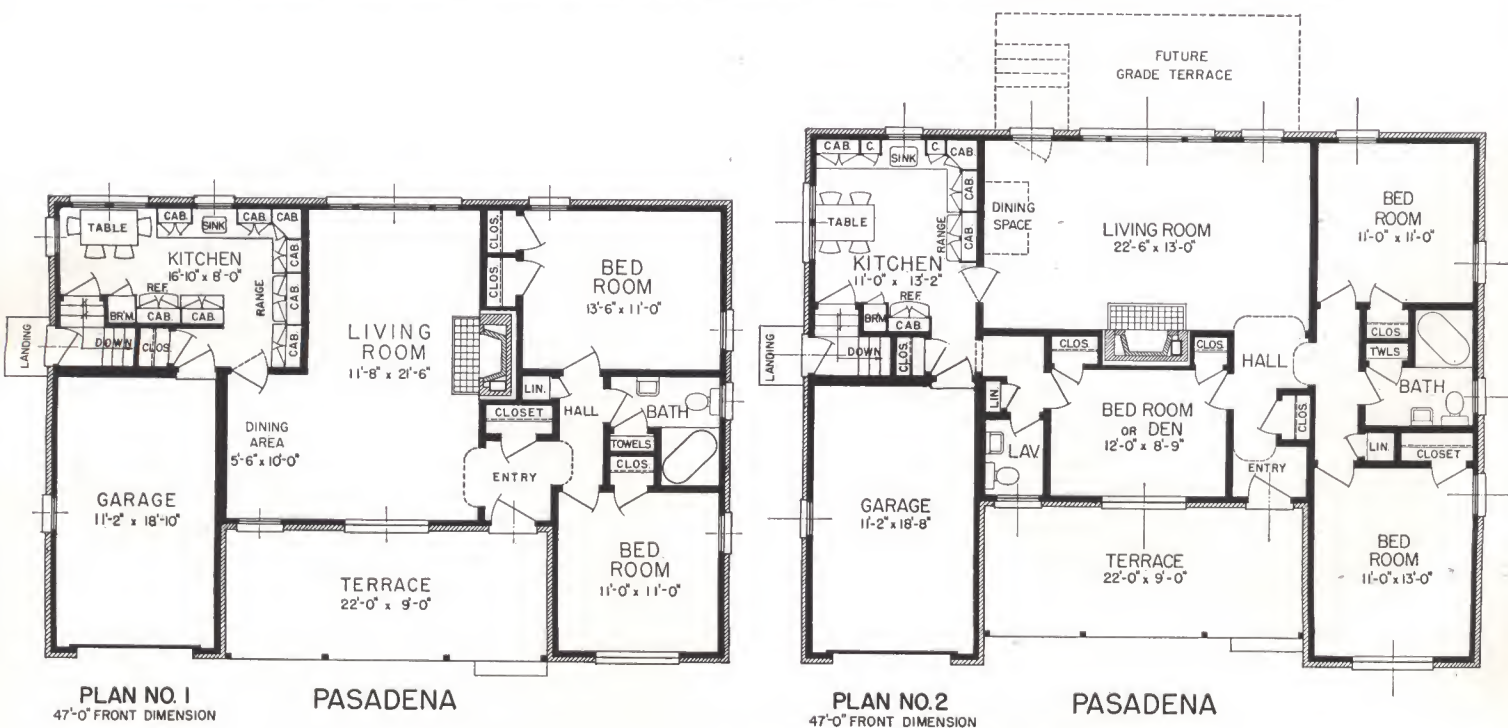




Painted and Red Brick

## The PASADENA

None will pass the Pasadena without pausing to admire its symmetry and balance. And the thoughtful will observe and appreciate the many loved features so graciously added at small cost.



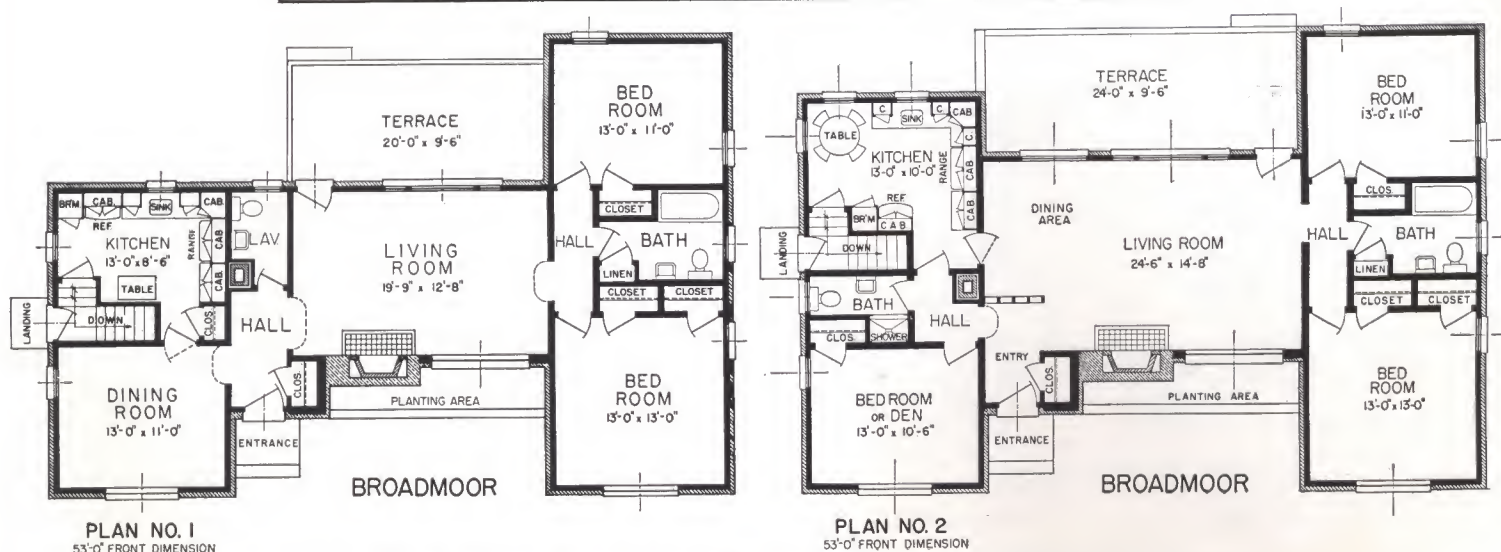


Painted Brick and Stone Veneer

## The BROADMOOR

The Broadmoor has beauty in abundance and outstanding distinction. Many will say, "Truly this is the home I've been waiting for".

Many items for your new home can now be shipped direct from factory to you at a great saving. Write New Home Supply Company for catalog, Colorado Building, Washington 5, D. C.



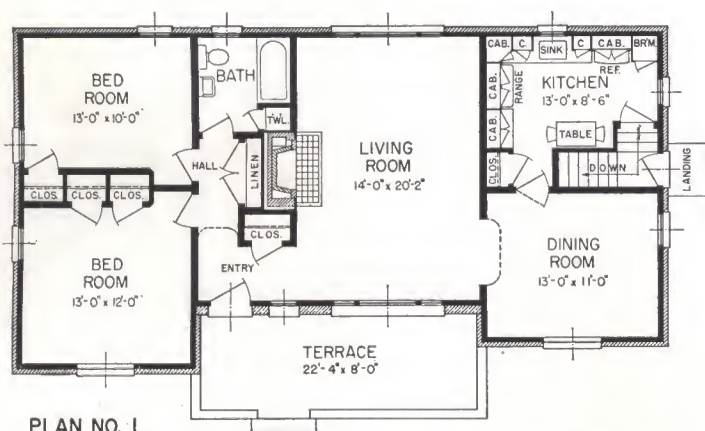
Infringements Allowed Only When Written Permission is Given.



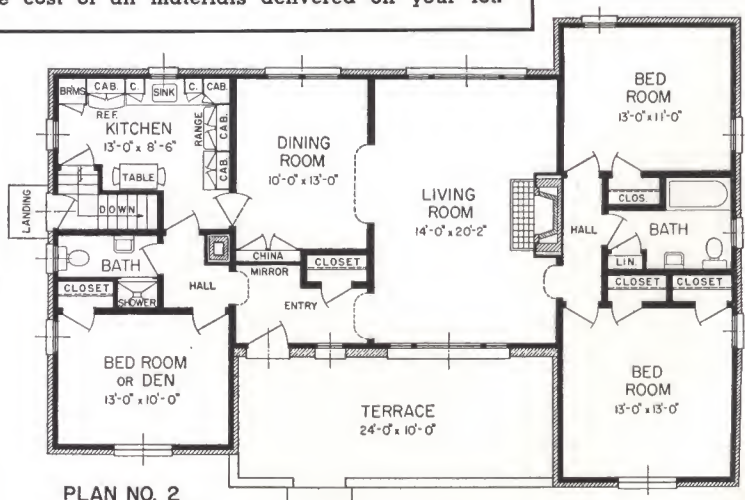
## The CASTLE ROCK

The Castle Rock was designed for better days and better living. It will gladden the hearts of its owners and quicken the admiration of everyone who chances to see its graceful outlines.

Write us for information as to the cost of all materials for any of the homes shown in our plan books. We cannot give you labor costs in the various towns, but we will be glad to give you the approximate cost of all materials delivered on your lot.



CASTLE ROCK



CASTLE ROCK

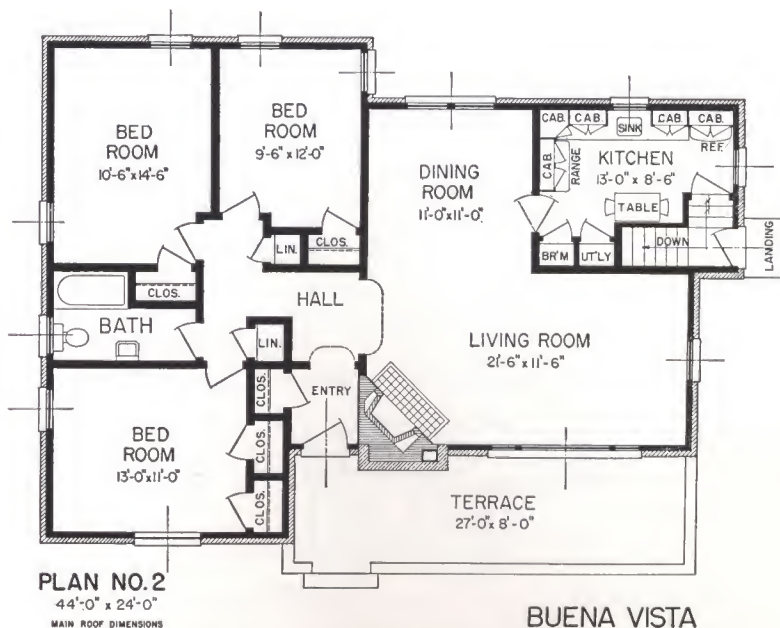
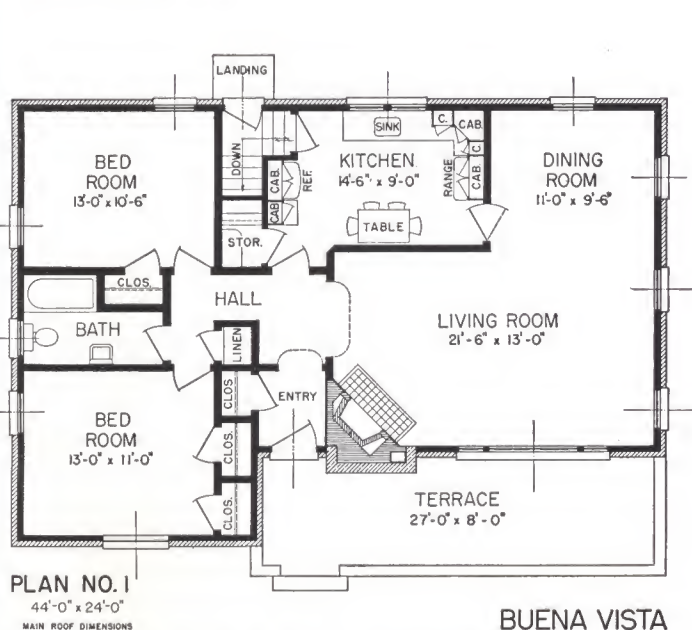
Complete plans and specifications in Duplicate for any of our stock plans only \$20;



Painted Brick

## The BUENA VISTA

Thousands of hearts will go out at once to the Buena Vista because of the vast improvement it offers in the "Ranch" or "Rambler" type. Every line speaks of economy in construction, yet its unusual balance and beauty will beckon to every home lover.



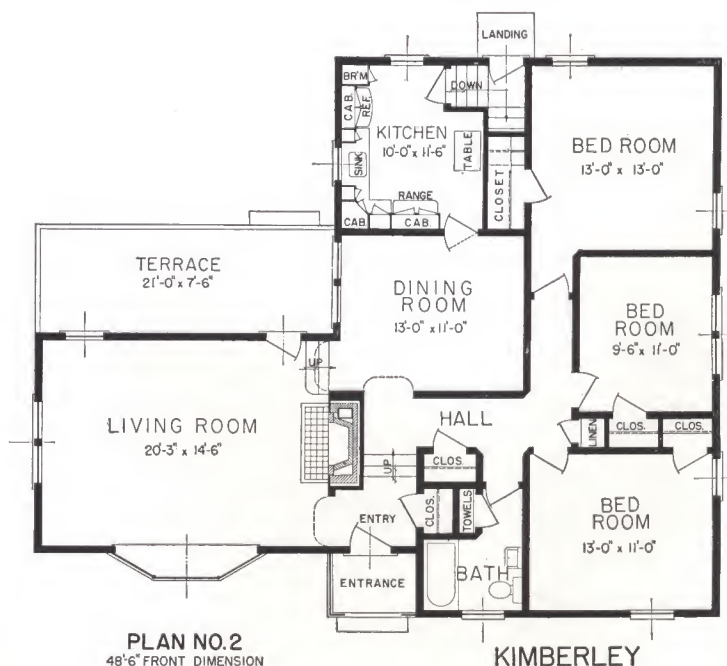
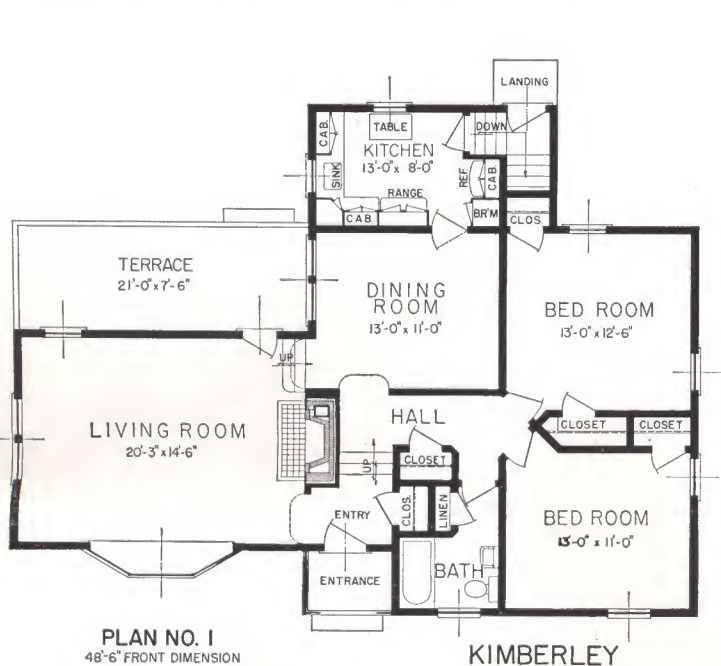
Four sets, \$24; Six sets, \$28, including Material List, Contractor's Agreement, Cost Estimating Forms, etc.



Brick or Frame

## The KIMBERLEY

If you are looking for a home that is "striking", yet strictly practical and within the bounds of reason, when it comes to construction cost, surely the Kimberley is your answer.



Because our house designs are types that do not go out of style for a lifetime, they have the highest loan value as well as the highest resale value of any homes within their price range.

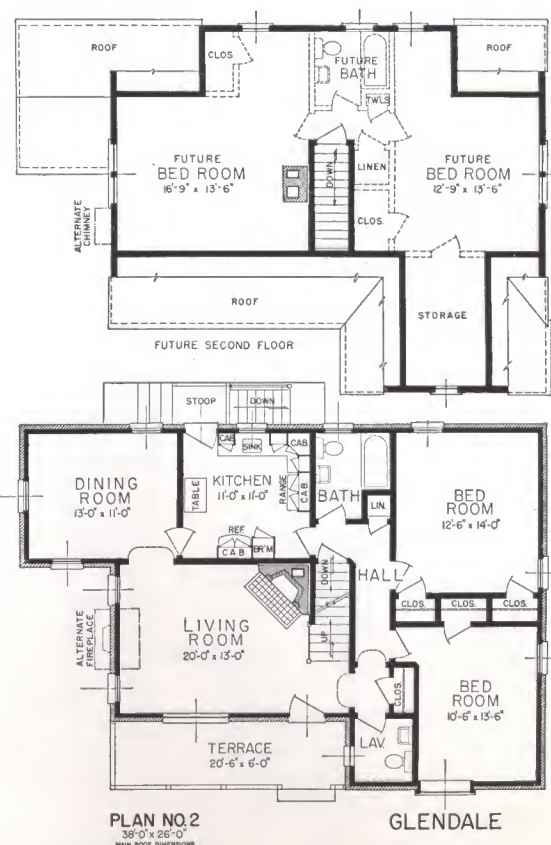
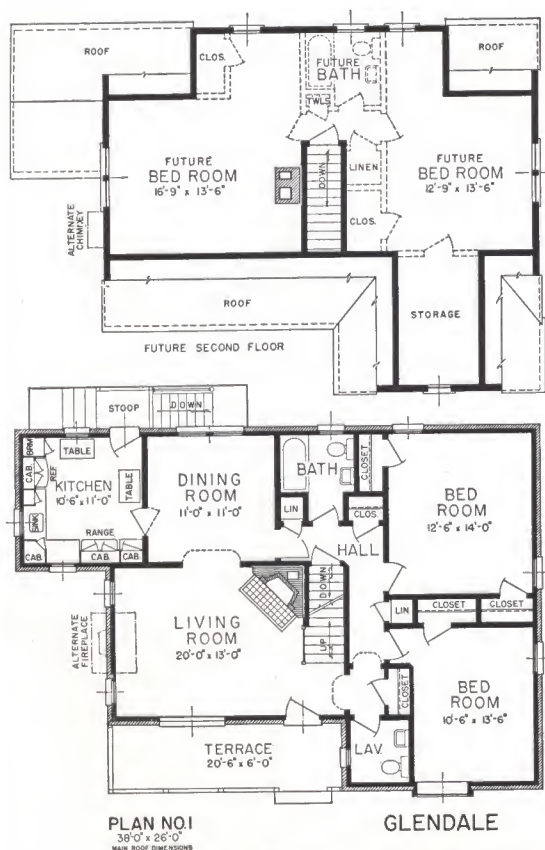


Painted Brick

## The GLENDALE

The Glendale seems to gleam with home gladness. It actually seems to speak of the good neighborhood of which it is a part, and of the sound judgment of its owner.

Before beginning the construction of your home, ask for our free and helpful Folders — "A", "B", "C", "F" and "H", as well as our Booklet 32. They will give you many cost-cutting ideas; and our illustrated Material Lists, furnished free with each set of plans, will safeguard you against overcharges.



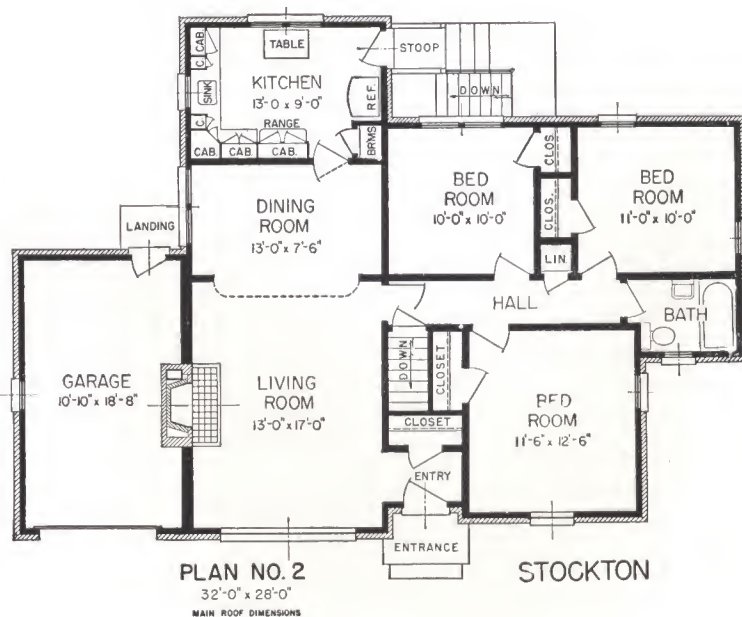
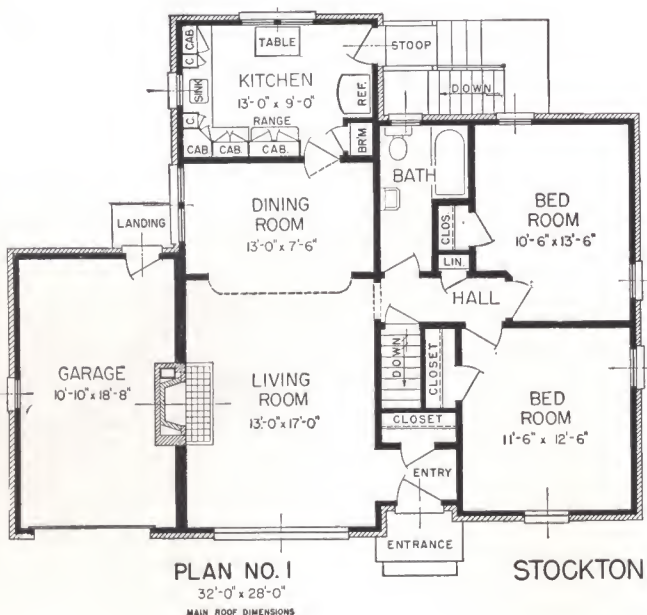
Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.



Painted Brick

## The STOCKTON

The Stockton is staunch and home like. The cost-cutting ideas so much in evidence in this good home will be fully appreciated by those who thoughtfully keep their home budgets carefully balanced.

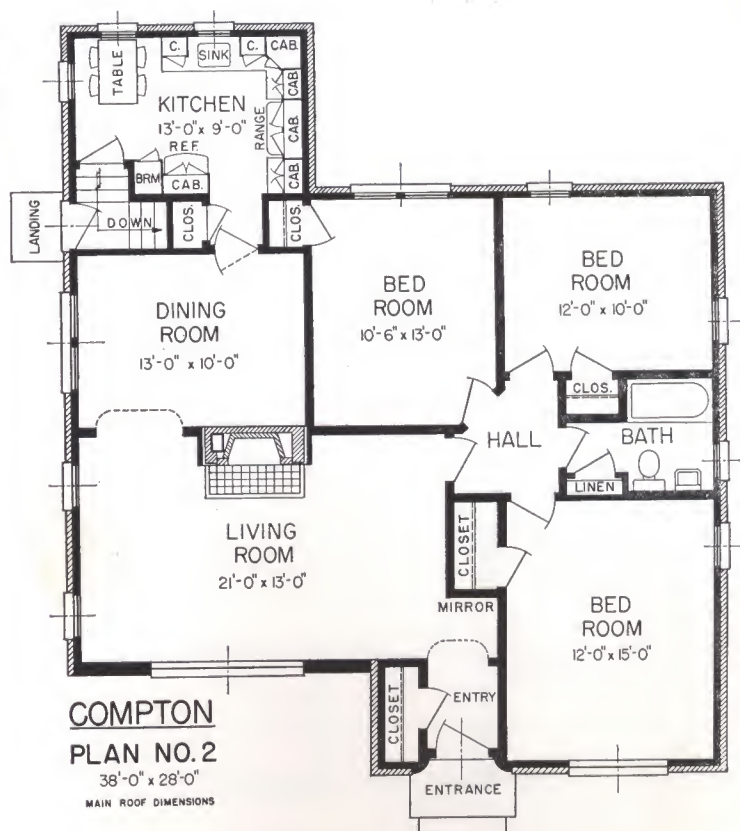
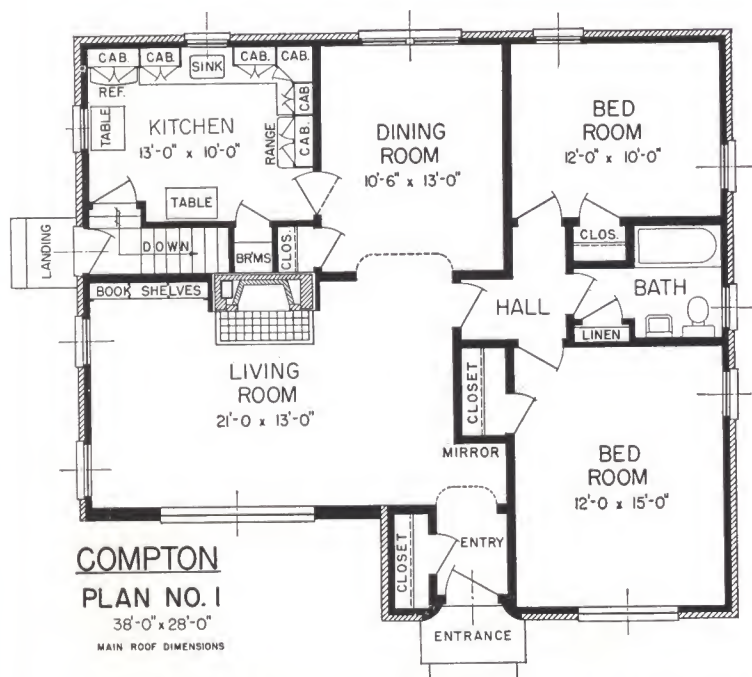


If you build your home through the right loan plan, your monthly payments should be no more  
Ask for a free copy of Folder "B," "F," and "H" in



## The COMPTON

The Compton will compare favorably with many homes priced far beyond its cost. Furthermore, its floor plans offer every comfort to be found in homes of much larger dimensions.



than rent. In addition, about half of your payments will be placed to your credit as a saving, which home financing is made plain.

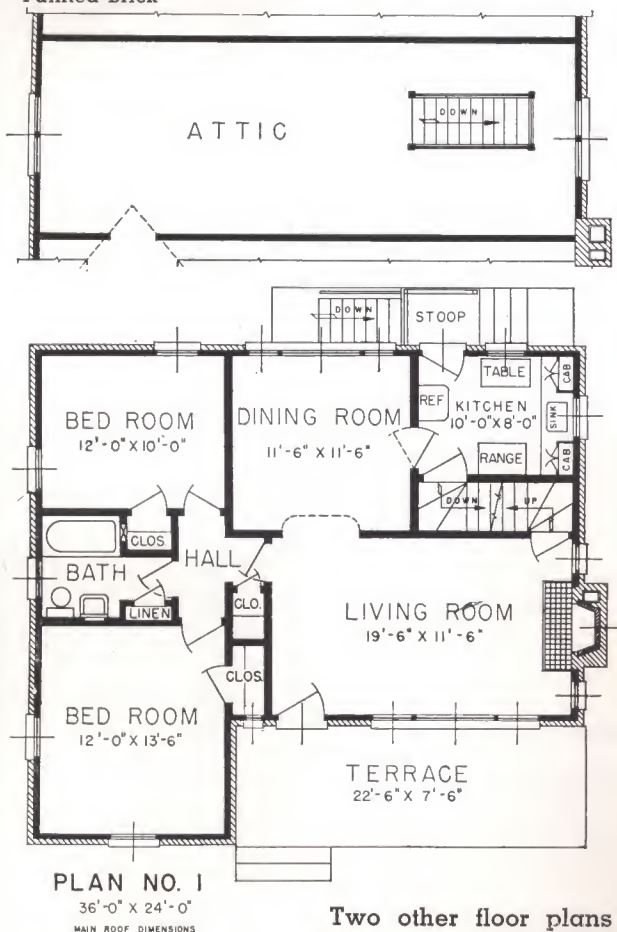


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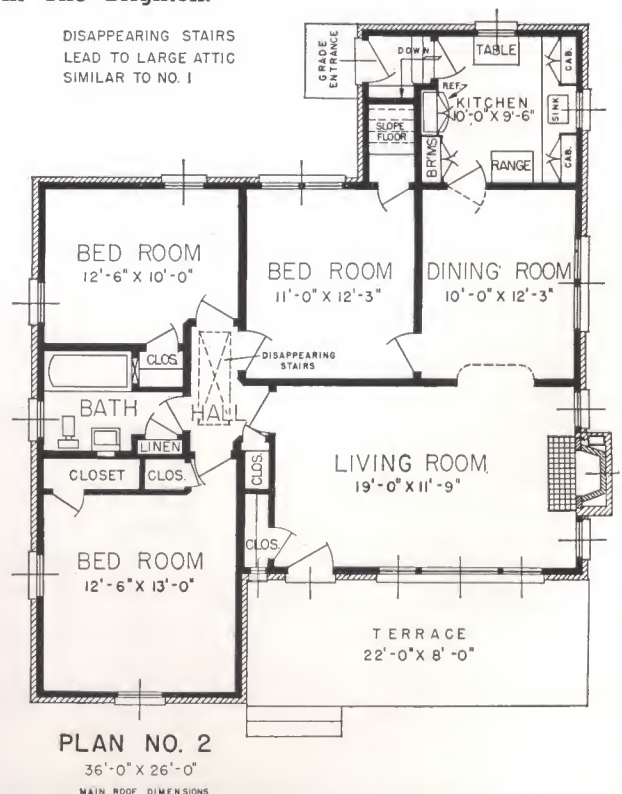
## The BRIGHTON

Are you looking for more brightness and good cheer in your home life? Here you will find it in abundance in The Brighton.

DISAPPEARING STAIRS  
LEAD TO LARGE ATTIC  
SIMILAR TO NO. 1

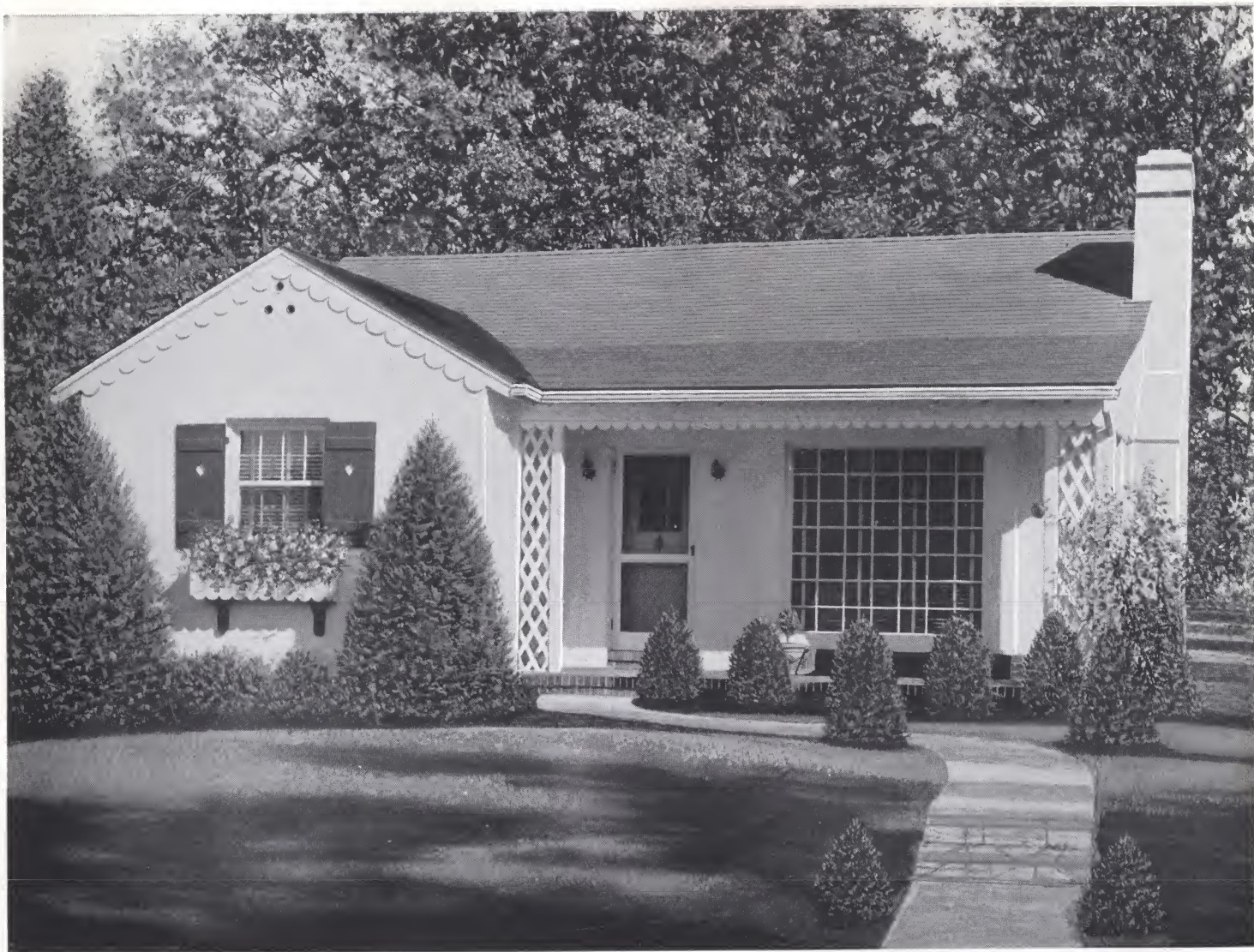


Two other floor plans on request.



BRIGHTON

At this time, brick construction runs about the same as Frame.

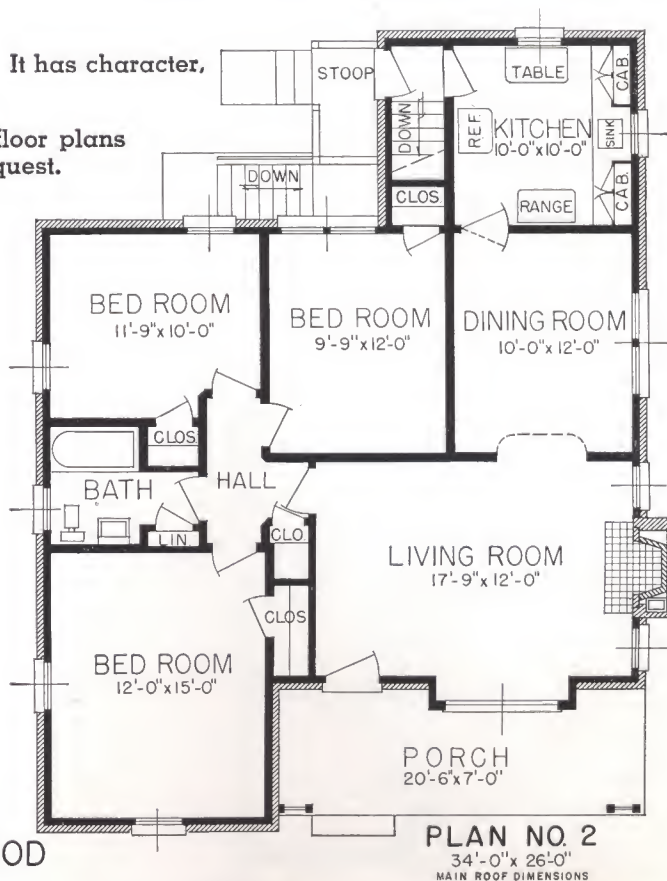
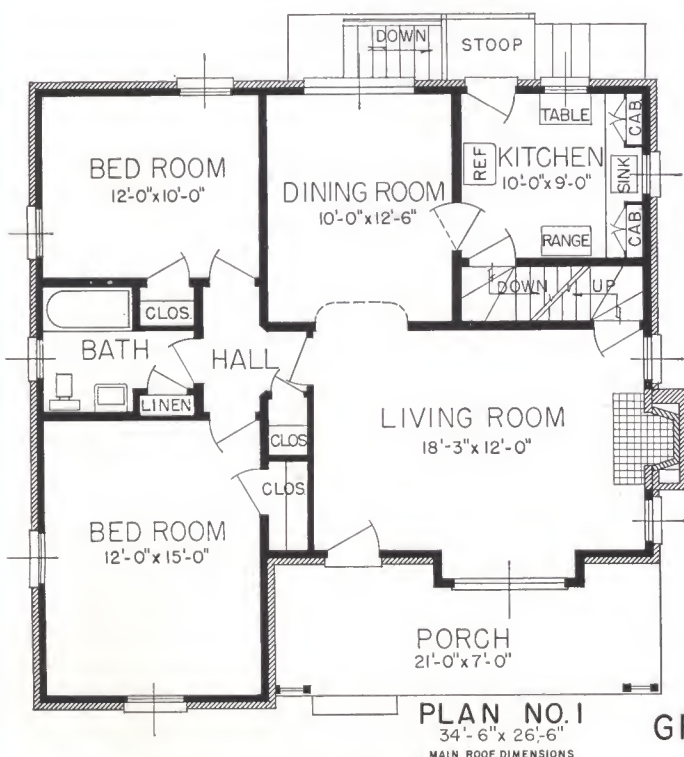


Painted Brick

## The GREENWOOD

The Greenwood is the finest in the field of new bungalows. It has character, individuality and charm far in excess of its cost.

Two other floor plans on request.



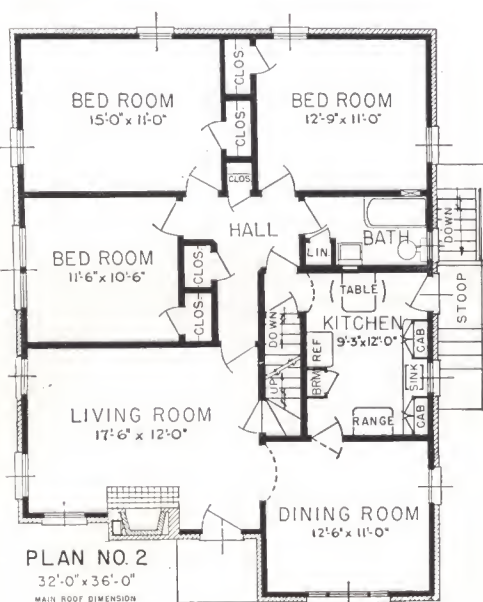
GREENWOOD



## The BURLINGTON

The touch of dignity of the Burlington, coupled with its artistic beauty, should give any builder great pride in ownership.

Two other floor plans gladly furnished on request.



PLAN BOOKS, FOLDERS, ETC.,  
PUBLISHED FOR THOSE WHO  
WANT TO BUILD THEIR OWN  
HOMES AT FIRST COST.

### Books

"Better Homes at Lower Cost".....50c ea.  
"Homes of Today and Tomorrow".....50c ea.  
"Homes for Your Street and Mine".....50c ea.  
"Homes You Can Build Yourself".....50c ea.

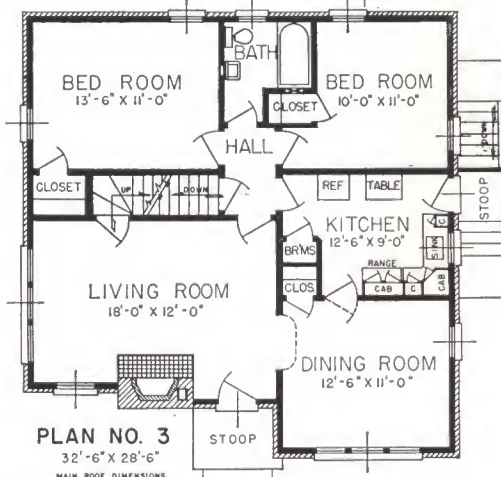
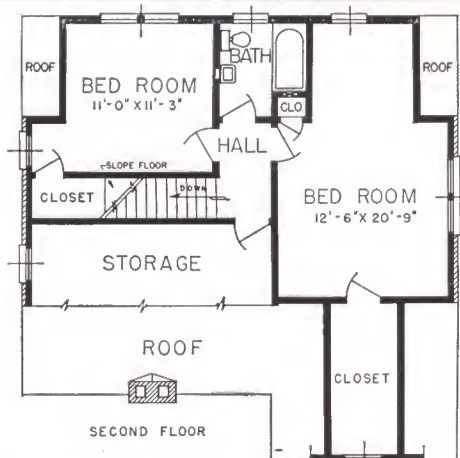
### Folders Free on Request

Folder "A", *Answers to Questions*. Answers 24 important questions on good construction.  
Folder "B", 9 Important points on good construction.

Folder "C", *Comparative Construction Costs*, On good construction and present prices.

Folder "F", *Facts on Financing Small Homes*. How to build on easy terms.

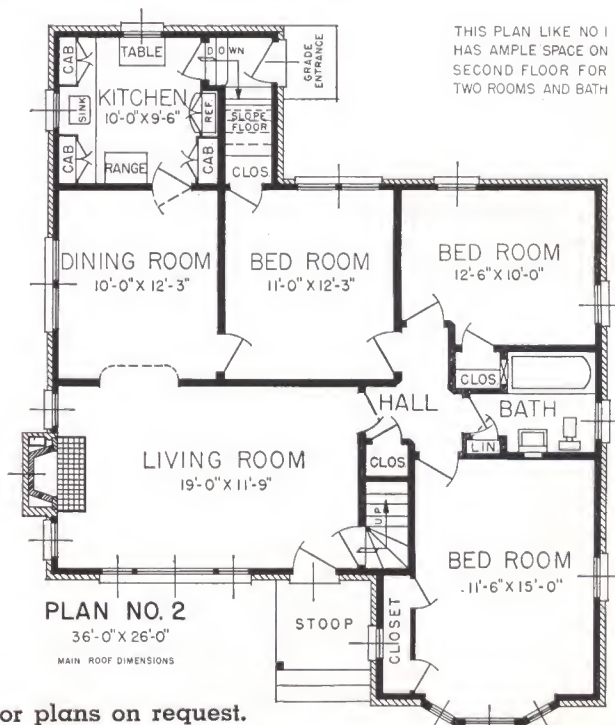
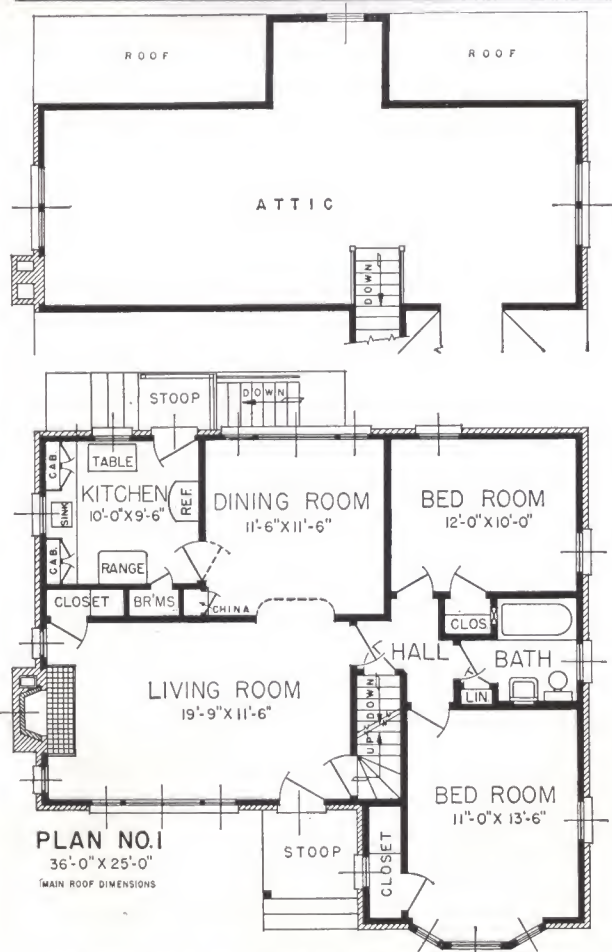
Folder "H", *How to Build Your Own Home*.





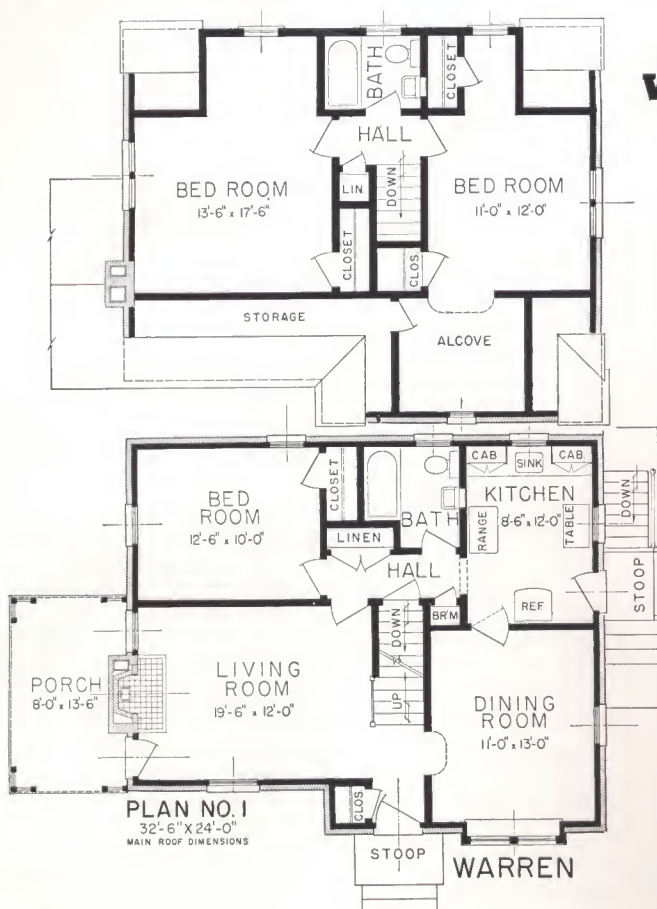
## The KNOWLTON

In our modern way of life can we imagine greater comforts than can be found among the many fine features of The Knowlton? We can search in vain for faults in these faultless floor plans.



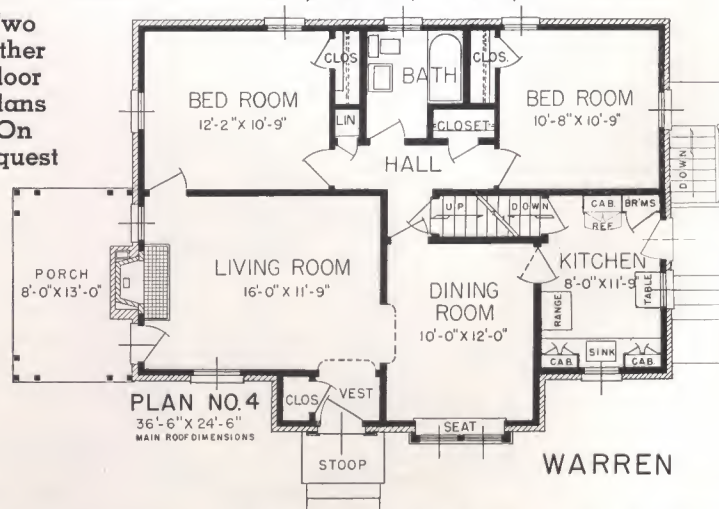
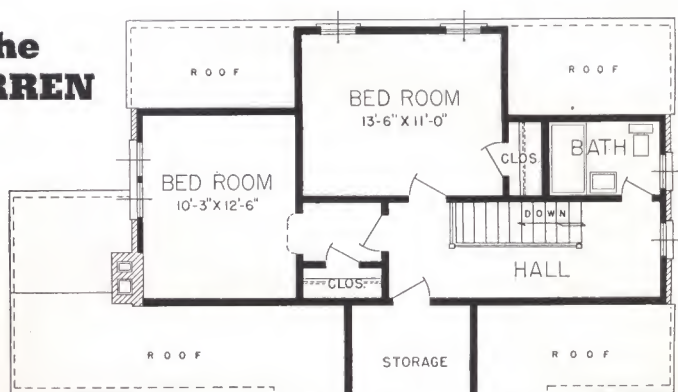
## KNOWLTON

Two other floor plans on request.



## The WARREN

Two  
Other  
Floor  
Plans  
On  
Request





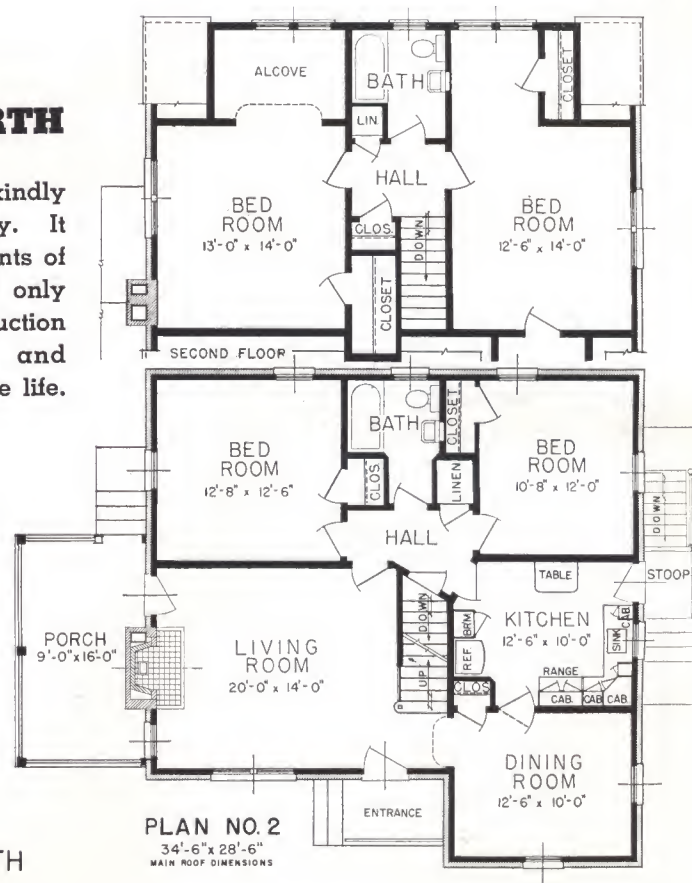
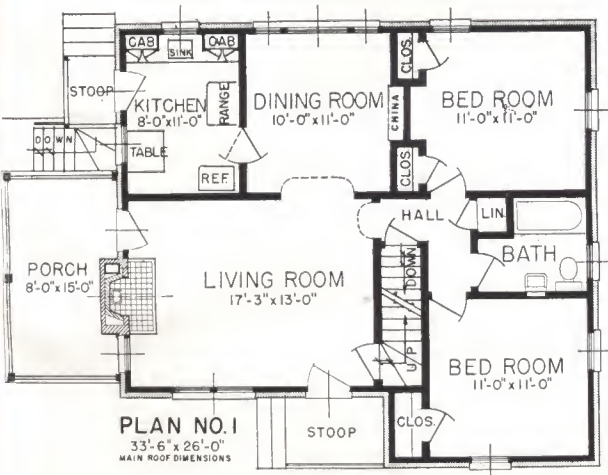
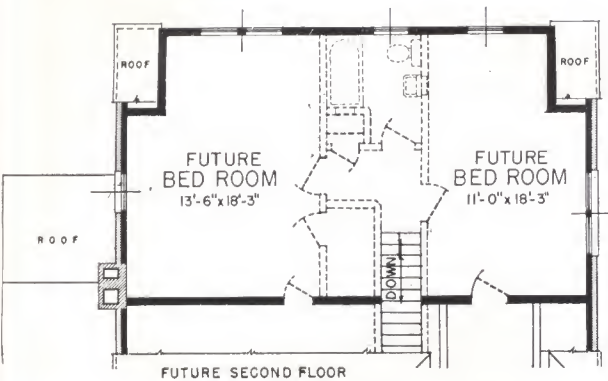
Painted Brick

## The KENILWORTH

The Kenilworth is kindly as well as lovely. It suggests refinements of every nature, not only good clean construction but cleanliness and peace in the home life.

Two Other Floor Plans on Request

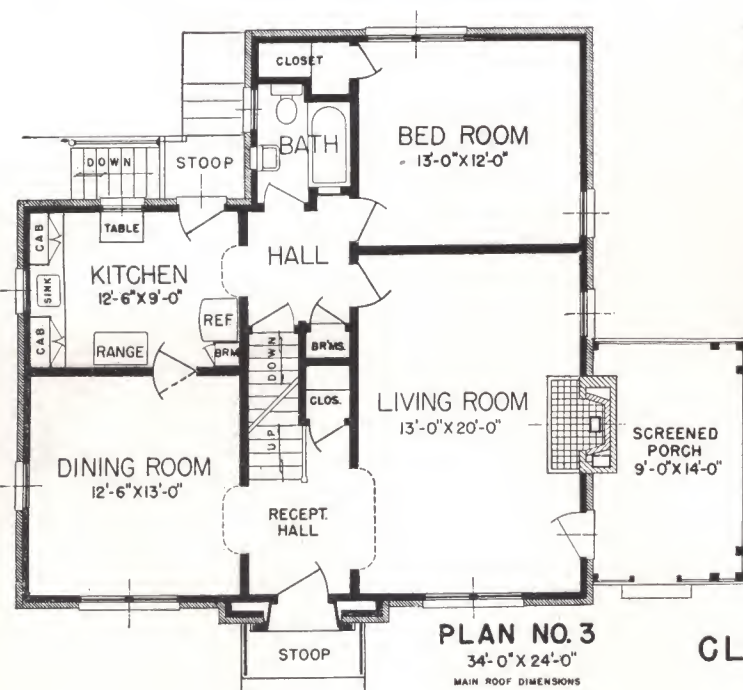
KENILWORTH



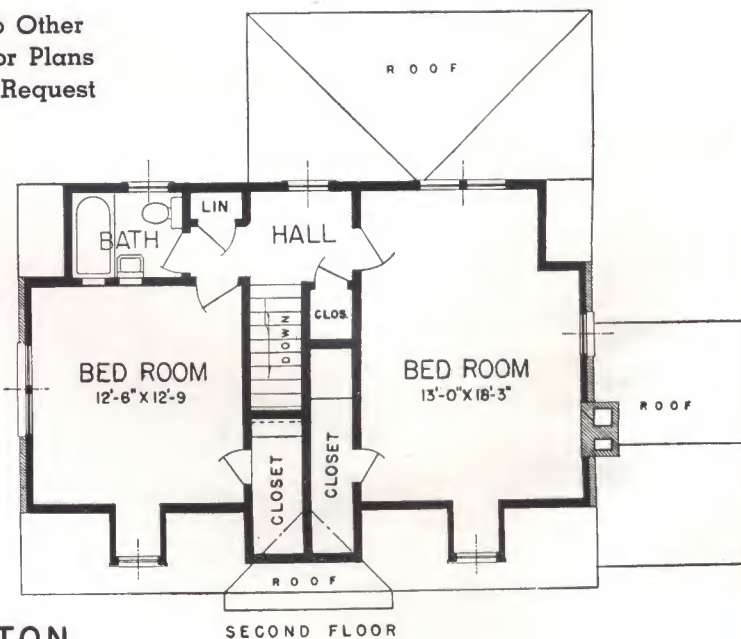


## The CLIFTON

The Clifton will surprise you because it surpasses so completely many designs within its price range. It is decidedly outstanding from every angle.



Two Other  
Floor Plans  
on Request

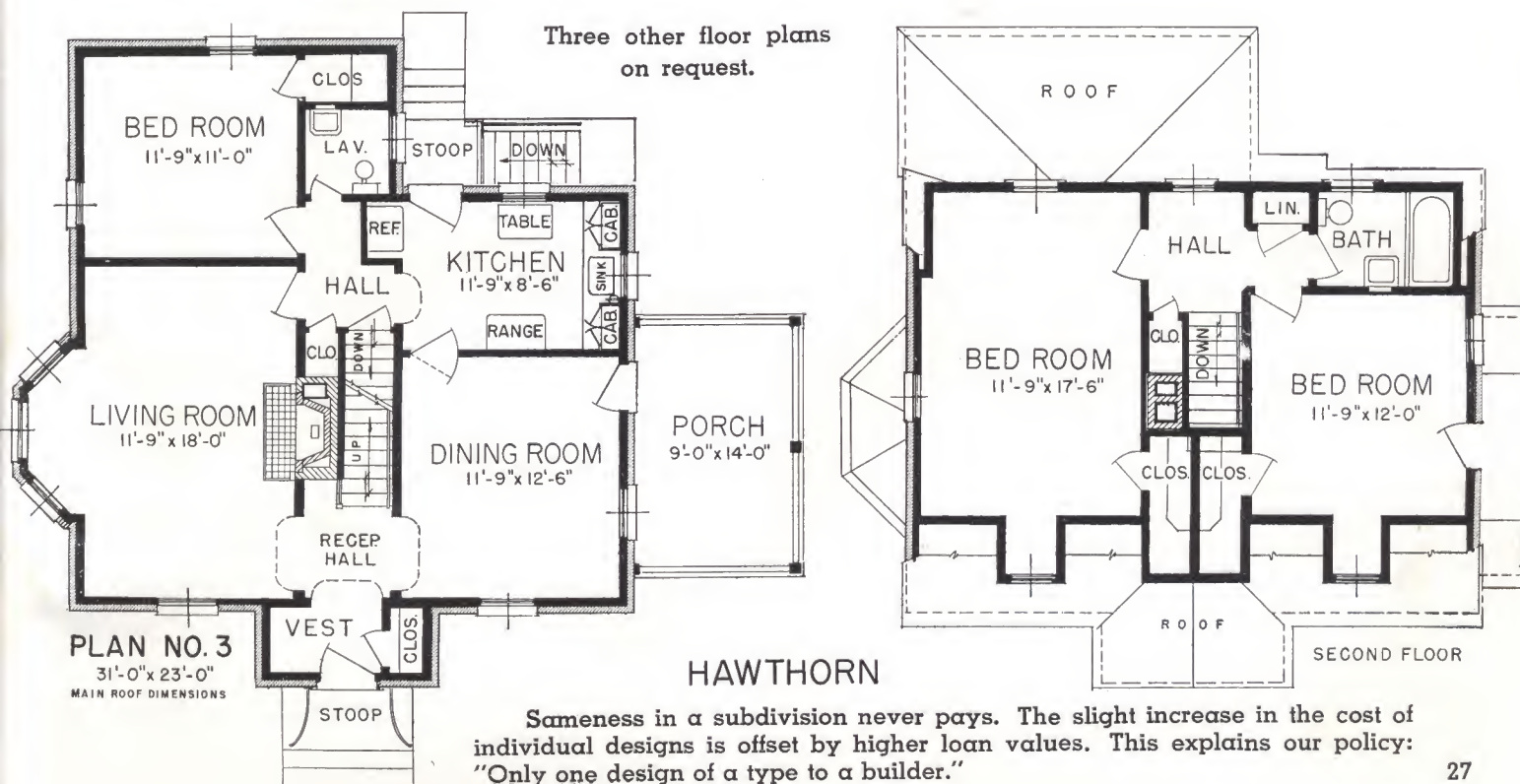


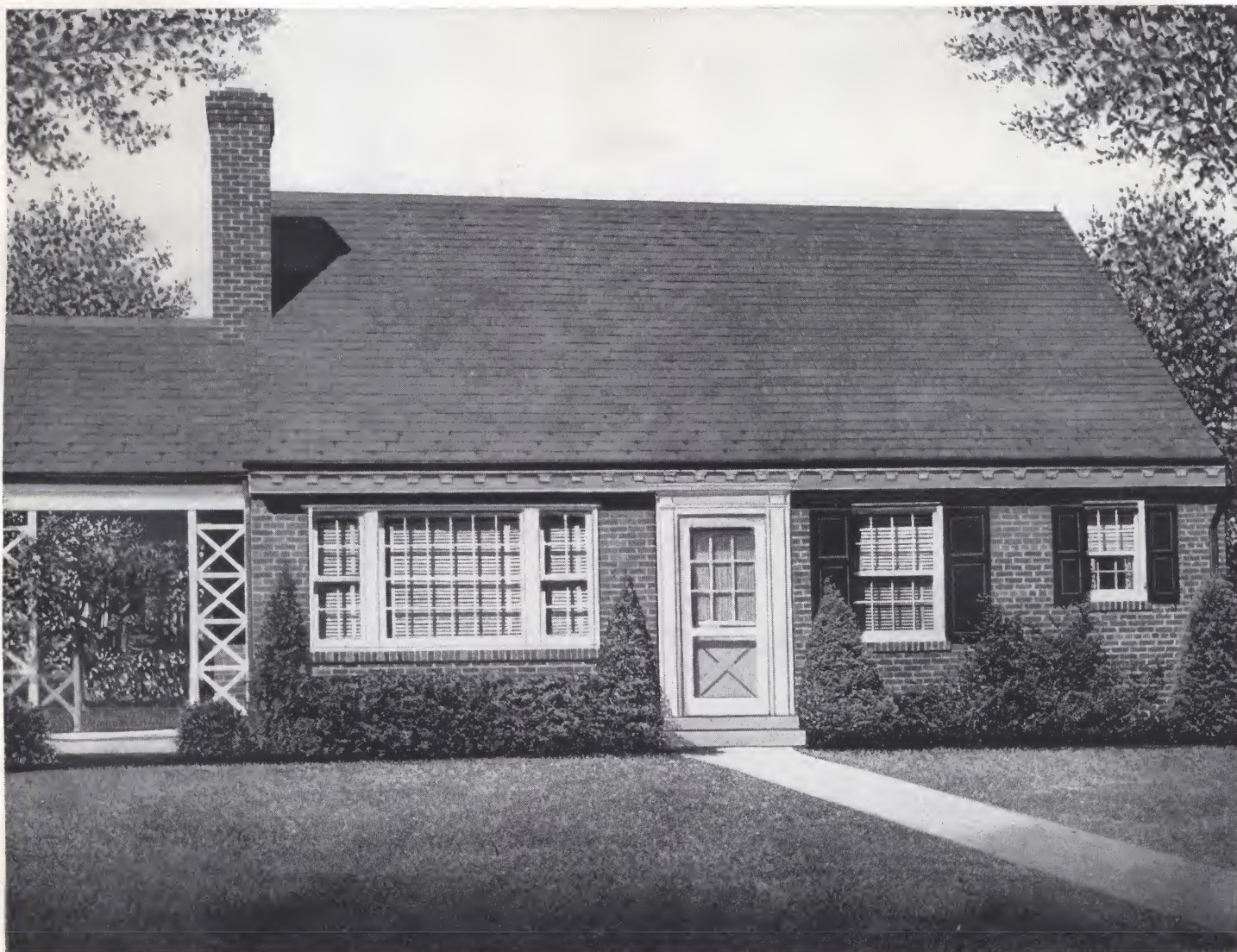
CLIFTON



## The HAWTHORN

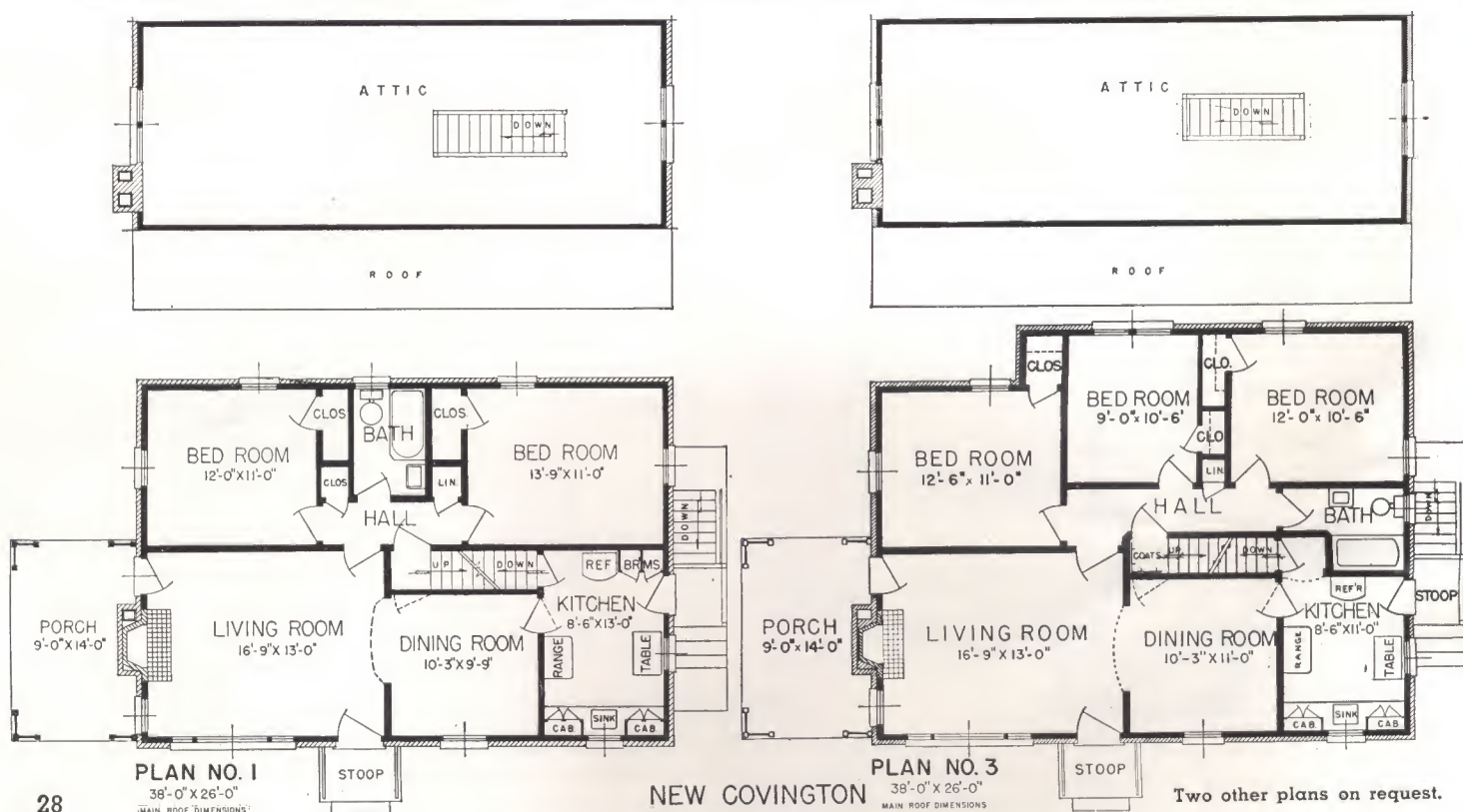
The Hawthorn is a Cape Cod cottage of striking appeal and unusual interest. It will stand as a home of distinction on any street in any part of the country.

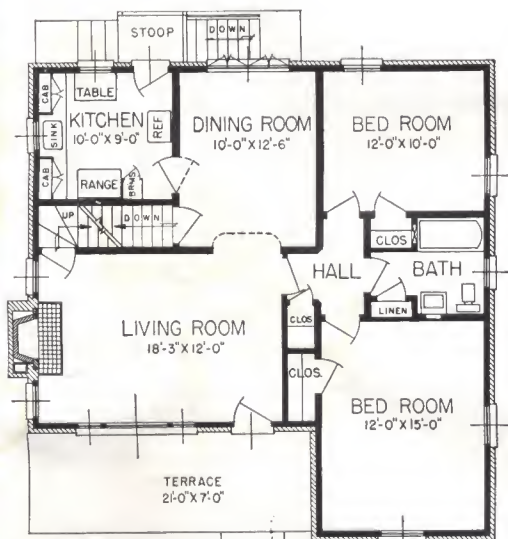
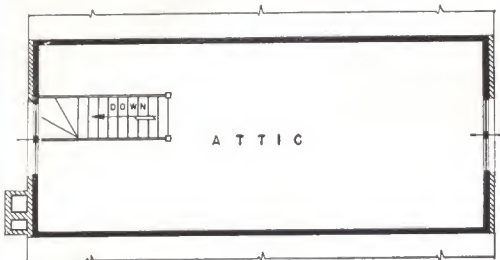




## The NEW COVINGTON

The New Covington is a cottage to be coveted by those whose hearts hunger for the quiet peace to be found in lovely small homes. Here is a Colonial gem of Yesterday, Today and Tomorrow.





PLAN NO. 1  
34'-6" x 26'-6"  
MAIN ROOF DIMENSIONS

Two other floor plans on request.

## The MILTON

Many have waited long for the Milton. Not one shall be disappointed in the many home joys to be found within its threshold.

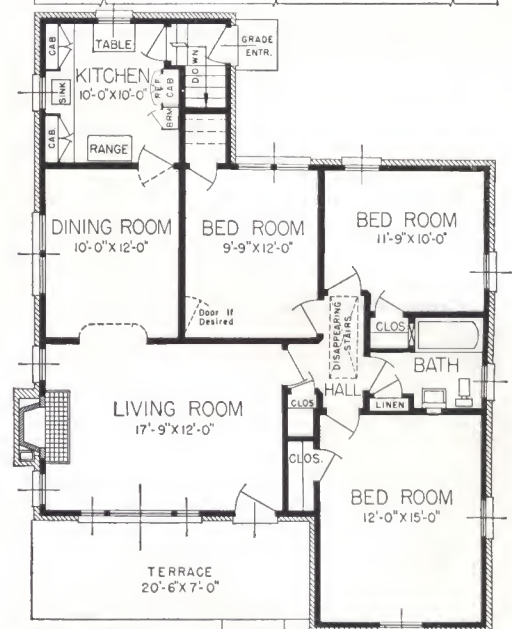
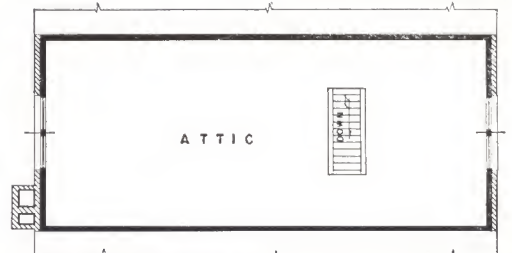
### ANNOUNCEMENT

Now builders will be able to secure large mirrors for mantels and walls, and other needed specialties for the new homes, direct from manufacturers through a new company just organized.

Write for full particulars.

**NEW HOME SUPPLY  
COMPANY**  
Colorado Bldg.  
WASHINGTON 5, D. C.

MILTON

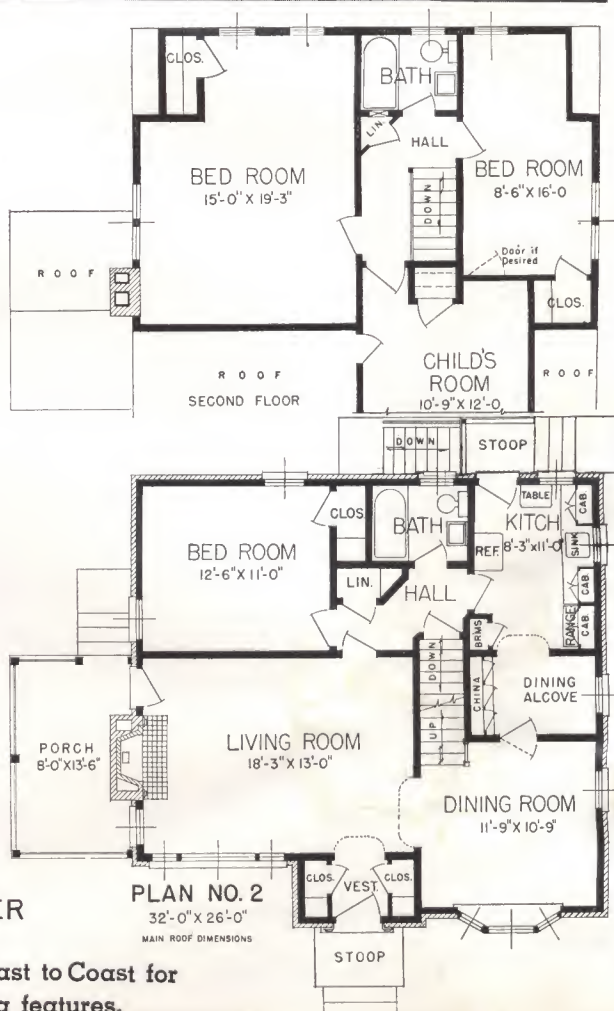
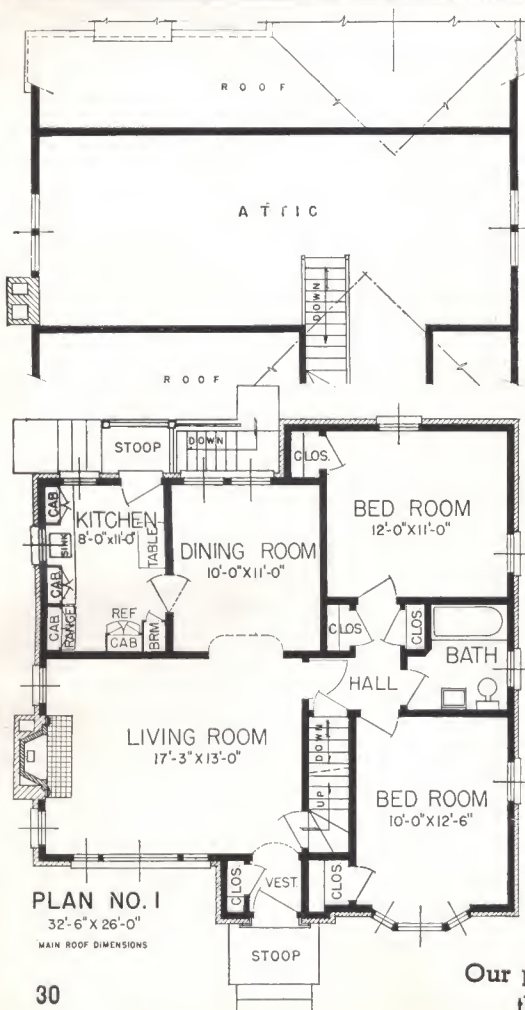


PLAN NO. 2  
34'-0" x 26'-0"  
MAIN ROOF DIMENSIONS



## The NEW HANOVER

Stop, look and carefully consider the New Hanover before passing, for surely it is a rare gem within its price range.

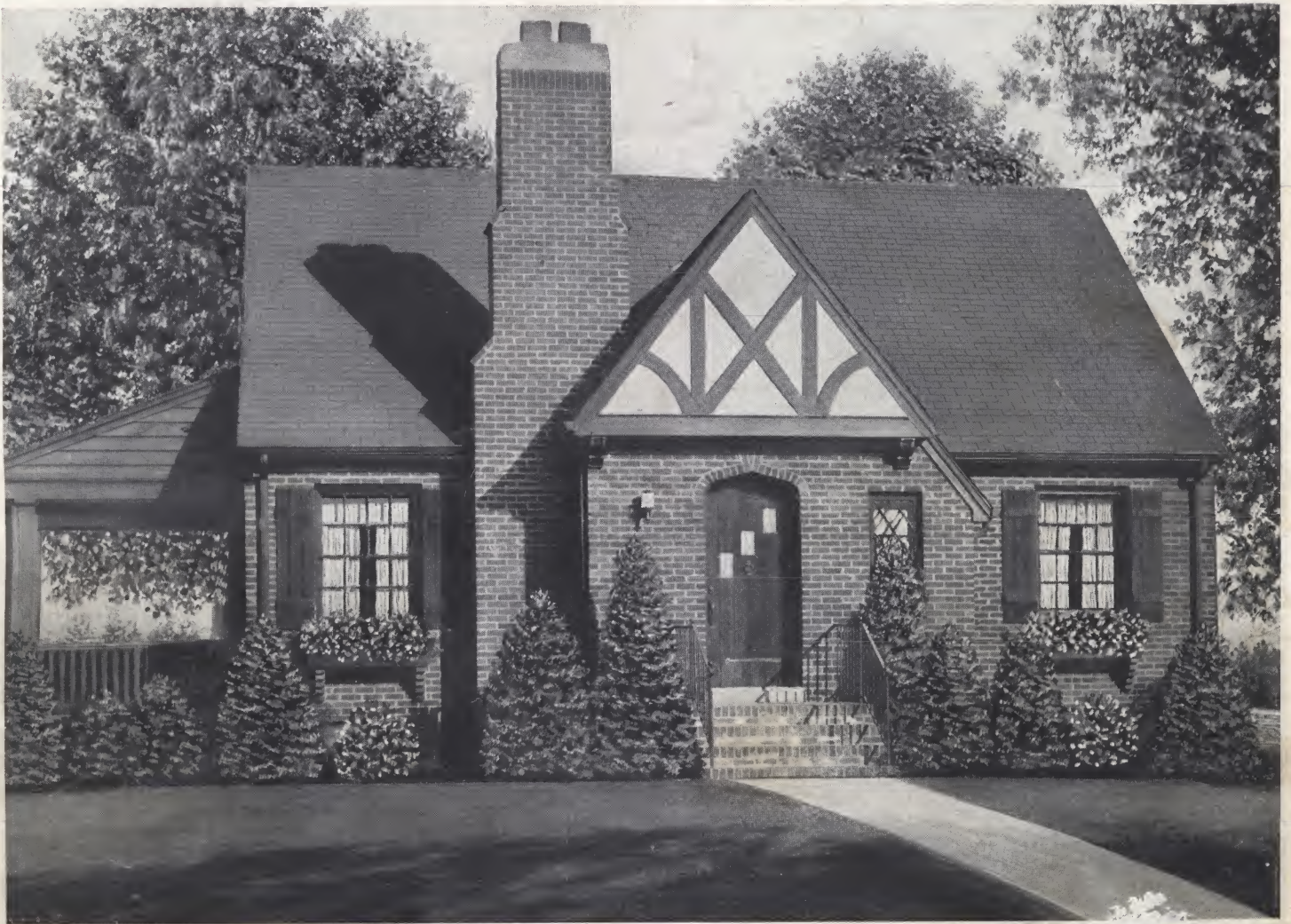


Two Other  
Floor Plans  
on Request

## NEW HANOVER

Our plans are known from Coast to Coast for their time and labor-saving features.





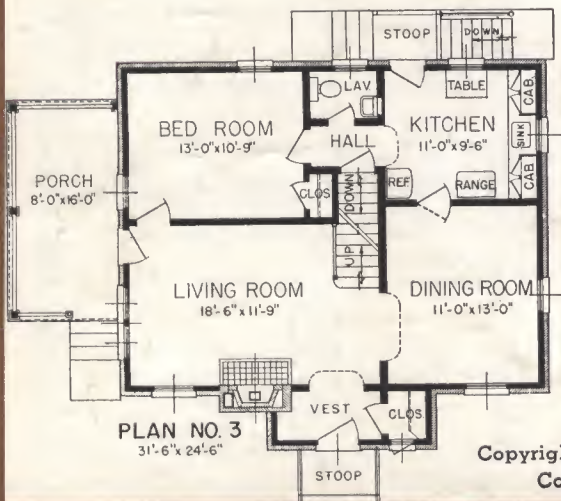
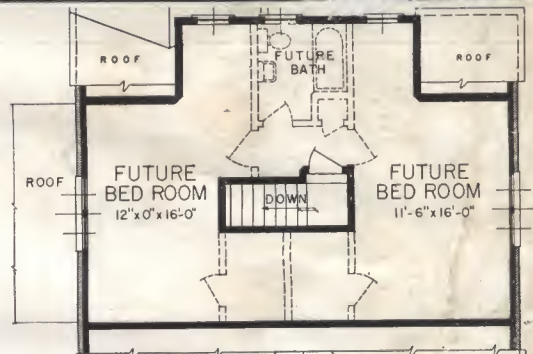
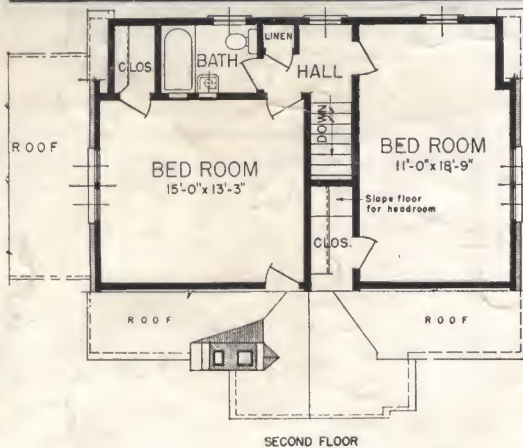
## The GLENMORE

One of the finest English cottages designed in recent years.

Three other floor plans on request.

### GLENMORE

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Colorado Building, Washington, D. C.



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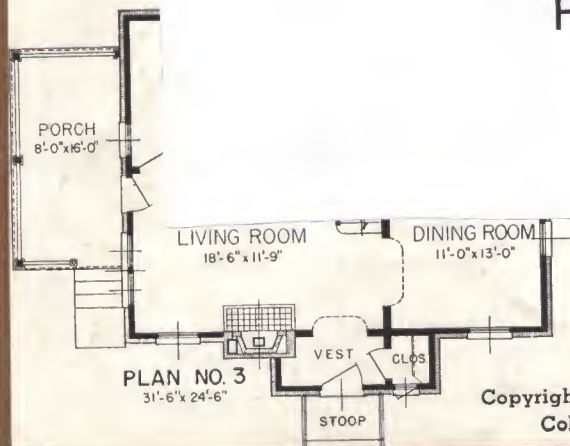
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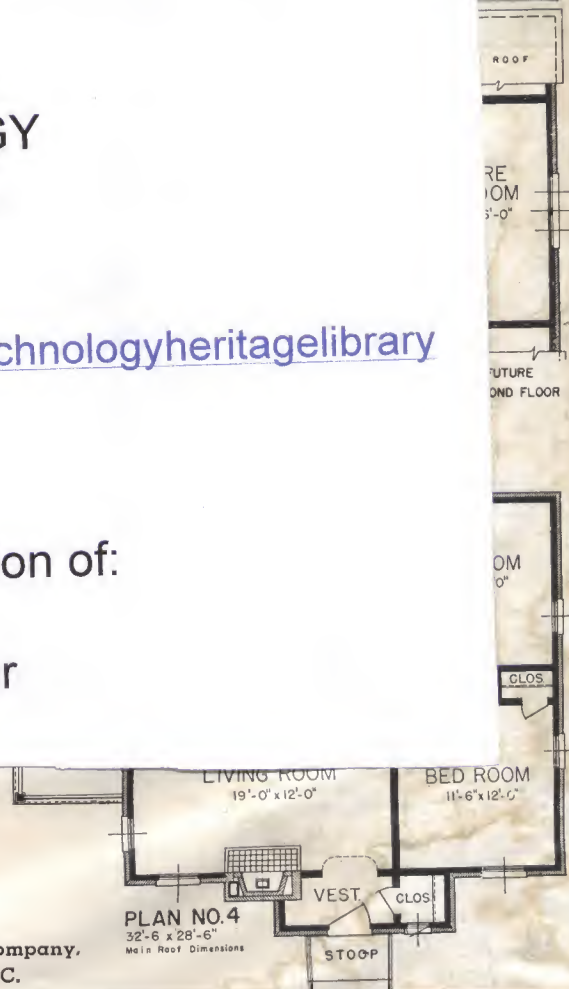
Jim Draeger



PLAN NO. 3  
31'-6" x 24'-6"

GLENMORE

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Colorado Building, Washington, D. C.



PLAN NO. 4  
32'-6" x 28'-6"  
Main Room Dimensions